

bind AMERICAN NURSERYMAN

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

JULY 1, 1957



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The Nurseryman's Forte: To Make America More Beautiful and Fruitful

VOL. CVI, NO. 1

JULY 1, 1957

Founded 1904

With which was merged 1939

THE NATIONAL NURSERYMAN

Established 1893



Published on the
first and fifteenth
of each month by the

AMERICAN NURSERYMAN
PUBLISHING COMPANY

343 South Dearborn Street,

Chicago 4, Illinois.

Telephone: WAbash 2-9011



Subscription Price:

\$5.00 per year; outside

United States, \$6.00;

Single Copies, 25c.



Advertising Rates

On Application.

For Closing Dates

See Next Page.



Entered as second-class matter
December 14, 1933, at Chicago,
Ill., under act of March 3, 1879.

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Forms for the August 1 issue will close Friday, July 12.

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WILL CLOSE THURSDAY, JULY 26.

Mail copy to arrive at Chicago by these dates—no later!

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Them's
ROSES!



'Long about this time of year, Howards of Hemet smells sweeter than a perfume factory and a candy shop all in one. Yup, the roses are a-bloomin' again, and such lovelies you never saw! Acres and acres of 'em with an extra-generous bonus of No. 1 grades. It's a cinch no greenhorn can coax the special plus quality out of a rose the way Howards of Hemet's been doin' for fifty years. Pardner—them's roses; purty, flirty roses with plenty of smell-um, plenty of sell-um. Texan, Tiffany, Tom Tom—we grow 'em all—all the popular patented and non-patented varieties.

Git out your writin' tools and send for
our new 1958 Price List — Pronto



HOWARDS of HEMET
"Seasoned Rosebushes"
HEMET • CALIFORNIA

AMERICAN NURSERYMAN

F. R. KILNER
Editor and Publisher

FRED H. KILNER
Managing Editor

C. A. BRADY, Jr.
Advertising Manager

Editorial

UPWARD TREND

In addition to reporting an excellent spring business, most wholesale nurserymen anticipate a larger volume of sales in the next season. Some of them have made definite estimates in that regard, based probably upon plantings, and they expect the gain to be in the neighborhood of 10 per cent.

This is reassuring news for any nurserymen who have assumed a pessimistic tone when they read figures revealing the somewhat lower number of starts in home building this year, as compared with last year. The present rate of home building, however, is still the largest this year with the exception of very few years, and the homes being completed from the previous year's starts still furnish ample sales for nurserymen in most areas.

In addition to this phase of sales, it should be remembered that other factors have added to the demand for trees, shrubs and other garden materials in the past few years. Perhaps the most important is the trend of families into single dwellings, as contrasted to apartments before the last war. This trend has been stimulated by the shorter work week, giving the average homeowner the extra time to attend to his own grounds with more care than used to be common. Perhaps because of this, or perhaps coincidentally, there has been a great surge of interest in home gardening, as well as other hobbies, with the larger income that all classes of workers enjoy today. Yet this interest has by no means reached its full development; indeed, it can scarcely be said to have started.

Home gardening interest has spread to the owners of older homes, and more attention has been given to renovating or replacing old plantings than has occurred in some years. The possibilities in this direction, in the future of the nursery industry, have previously been pointed out in these columns.

There are other factors which in-

dicate an upward trend in nursery sales, and the wholesalers' prediction for their own enterprises in the next season seem likely to be experienced by the trade generally.

NATIVE PLANTS

Now and again a garden club speaker, a landscape architect or some other person advocates the greater use of native plants. Often they are seeking to perpetuate the memories of their childhood. And it does seem too bad that the sumac has no opportunity to display its flamboyant color in many communities where large groups of it once flaunted blazing hues in autumn in fields or vacant lots. Yet a specimen plant of sumac does not remain a single plant; if it thrives, it takes over a good share of the garden with its colony, and if it does not thrive, it disappears entirely.

Most native plants are too drab in foliage or too insignificant in flower to adorn the ordinary garden. There are many fine native American plants in nurserymen's catalogs today, if one knows which they are. Others have been superseded by the hybrids of cultivated origin which have larger flowers and finer color.

Many native plants are difficult of propagation and even of cultivation, particularly herbaceous perennials. The average garden does not provide a fitting habitat, and even the most enthusiastic amateurs have difficulty with more than a few, which are pretty nearly typical of weeds in growth. Yet we hope the specialists in native plants will continue to carry on the enthusiasm they display and to find enough market for their wares to enable them to continue in business.

There are places where native plants can be made at home and perpetuated for the generations to come, particularly in forest preserves, parks and the like. Where highway development provides space for groups in roadside plantings, native shrubs can be and are often used, and of course, the native trees are usually made the features of such highway plantings.

Many nurserymen have found a hobby in flora of their home states or regions. They have grown for market some of the species which they have found suitable, and they are acquainted with the possible uses of others. Native plants certainly deserve to be perpetuated, but

any discussion of them requires a definition not only of the subject itself, but also as to the uses proposed.

UP-TO-DATE RETAILING

Recently the modern shopping centers on the outskirts of metropolitan and suburban areas, as well as in some rural communities, have given the public a new conception of retailing, in parking facilities, in ease of access, in appearance and in service. Moreover, no doubt many of your prospective customers have, in their motor travels, had a glimpse of one of the modern garden centers, such as have been described in this magazine. The competition in other fields has stimulated retailers in many lines to efforts they have never made before, with the result that there are vacant stores in old shopping districts where the store operators would not or could not absorb new ideas to keep their businesses up to date.

Whether you operate a garden center or a nursery salesyard, the influences in other fields are effective here. The public no longer is satisfied with rutty roads and inadequate parking space, merchandise displayed in helter-skelter fashion or scarcely at all, slow service and uninformed salespeople, to mention only a few phases of retailing.

If you have a quiet period in summer, cast your eye over your premises as though you were a prospective customer. Do you find it inviting, even impelling to enter and buy? Has it that up-to-date look, that appearance of aggressiveness, that will make the prospect think he is going to find the stock he wants and the service he desires here? Are the facilities for entrance, exit and parking what you would desire, or can they be improved? What display facilities do you have already, and how can they be enhanced?

In these changing times the retailer of any kind of merchandise, nursery stock included, should constantly compare his facilities, as well as his stock and service, with those to which his customers are becoming accustomed in other fields of merchandising in the neighborhood. If you lack ideas, the articles on the subjects of merchandising, garden shop operation and the like in this magazine should provide information and stimulation. But the observation and application to his own enterprise can be done only by the retailer himself.

Texans Attend Annual Short Course

Hear Talks on Wage-Hour Act, Container Growing, Packaging and Mist Propagation

By George M. Fisher

The annual short course for Texas commercial nurserymen was held May 27 to 29 in the memorial student center on the campus of the Agricultural and Mechanical College of Texas, College Station. Attendance was slightly below average because of flooded highways in parts of the state. Also, many nurserymen were busy at home coping with water-soaked fields and planting delays.

Monday morning, May 27, was devoted to registration and tours of the college's greenhouses, nurseries and turf plots where current research was observed and discussed.

At the opening session Monday afternoon, the group was officially welcomed by Dr. J. C. Miller, dean of the college of agriculture, with response by R. C. Aldridge, Aldridge Nursery, Von Ormy, president of the Texas Association of Nurserymen.

Prepare for Future

Dean Miller challenged the nurserymen to be prepared for predicted conditions of 1975: A population of 210,000,000 to 225,000,000, a gross national income double that of today, a labor force of 90,000,000 to 95,000,000, a man-hour output double that of the present production and a work week of about 20 hours. The impact of these conditions cannot help being great on the nursery industry. He stated that in the future

America will be characterized by a "rurbanized" population.

Wage and Hour Applications

The principal speaker of the afternoon was Edward J. Florer, representing the wage and hour and public contracts division of the United States Department of Labor, Dallas, who spoke on "The Federal Wage and Hour Laws as Applied to the Nursery Industry." He outlined the main provisions of the law and the allowed exemptions that are causing the most difficulty in interpretation and administration. He urged the nurserymen to seek help from the labor department in interpretation of the law and to become thoroughly familiar with it. The main provisions of the wage-hour act assure overtime pay for the worker on all over 40 hours, assure a minimum wage of \$1 an hour and prohibit or restrict child labor under certain conditions.

Mr. Florer further discussed the application of the act to nurseries engaging in interstate commerce. A seasonal exemption permitted by the law applies to overtime only and covers 12 hours per day, or 56 hours per week for 14 weeks. The employer can select his own 14 weeks, and the exemption applies to all employees within this period. Outside salesmen for nurseries are exempt for 80 per cent of their time making sales, and not more than 20 per cent of time can be spent in the home office. Motor carrier employees also are exempt, but only loaders—not unloaders—of truck cargo.

Discusses Lawn Care

Dr. E. C. Holt, of the agronomy department of the A. and M. College, then presented an address on "Modern Turf Management," stressing the new varieties of Bermuda and zoysia now available, disease controls and new ideas on turf fertilization. Of special interest was a new selective herbicide, disodium methylarsenate, for control of dallis grass and possibly other similar wide-bladed grasses.

In discussing the new zoysia grass introductions, Dr. Holt stressed that in present trials they appear to be slow to establish, more expensive, less shade-tolerant than St. Augustine grass and less drought-tolerant than Bermuda grass. Dr. Holt said it was better to give continuous feed-

ing rather than excessive, less frequent feeding to southern lawns. The difference in degree of solubility of fertilizers is important, and, with the long southern growing seasons, more applications of turf food are necessary.

Two other A. and M. faculty members who spoke during the afternoon program were Dr. Harlan Smith, of the department of plant physiology and pathology, who showed colored slides of many common diseases of southern ornamental plants and gave their most recently developed controls, and Prof. C. F. Garner, department of entomology, who showed the nurserymen how to prepare and mail insect specimens to the college for identification and study.

A banquet was served the nurserymen Monday evening in the ballroom. Prof. A. F. DeWerth, head of the department of floriculture and landscape architecture, led a group discussion on the subject of "How Can We Get Bigger Profits and Better Markets for Nursery Products?" Professor DeWerth stated that nurserymen have two important jobs under present market conditions—to hold and expand the market they now have and to find new ones, either through present outlets, new outlets or both.

Professor DeWerth further stated, in presenting his panel discussion,



Prof. Robert C. Jaska, left, being congratulated by B. R. Fullingim, executive secretary of the T. A. N., for his talk on greenhouse cooling at the recent Texas nurserymen's course reported here.



Prof. J. W. MacQueen, left, handing L. A. (Slick) Dean, Arp Nursery Co., Tyler, a discussion topic during the Texas short course held at the A. and M. College of Texas, College Station.



Harvey M. Templeton, Jr., Winchester, Tenn., who spoke on the use of a mist system for the propagation of hardy plants at the recent Texas nurserymen's short course.

that the American people are buying more of everything than they did 10 years ago.

Market Outlook Favorable

The outlook for continuing healthy markets for nursery products and services is good, he asserted, provided that nurseries produce and sell what customers want, although mounting surpluses and low prices are continuing evils. Today people are in a position to be the best customers for nursery products that the industry has ever had, he stated. They have good jobs and more money than they need for food and clothing. They are working fewer hours, have more leisure time and more money to spend on better living.

In stressing the magnitude of the appeal of the nursery and related industries, Professor DeWerth brought out that \$1,500,000,000 a year is spent at retail for home garden supplies such as fertilizers, fungicides, flower and vegetable seeds and gardening equipment. This figure does not include topsoil, humus, peat moss, trees, shrubs, plants, bulbs and garden furniture.

Forty million home gardeners are the biggest buyers of the \$660,000,000 worth of nursery stock sold each year. In addition, home gardeners last year bought \$31,000,000 worth of Holland-grown bulbs, \$5,000,000 worth of gladiolus corms and \$1,000,000 worth of narcissus bulbs produced in this country. The estimate for 1959 is \$3,000,000,000 in retail sales for home gardeners' needs.

Bedding Plants

The first speaker Tuesday morning was Phil Jones, of George J. Ball, Inc., West Chicago, Ill., who

discussed "Bedding Plants and Containers for Nurserymen." He emphasized that more and more nurserymen are producing their own bedding plants and annuals for marketing in their garden centers. Mr. Jones showed colored slides of the latest techniques in growing and marketing bedding plants. He also showed some of the most popular current varieties of bedding annuals and offered a preview of many varieties to be introduced in the coming year.

Mr. Jones stated that tastes in flowers have changed in the past few years, largely because of publicity in gardening magazines, the All-America trials and selections and the growth of garden clubs throughout the country. The public is now variety conscious and wants named plants. He showed slides of four new coleus varieties to be introduced in 1958—Golden Rainbow, Velvet Rainbow, Scarlet Rainbow and Candidum—and of a 1958 pure white bedding alyssum adapted to hot, dry situations. He spoke highly of the new, compact, dwarfed *Vinca rosea* variety, *Coquette*.

For success in the bedding plant business, Mr. Jones suggested keeping accurate records of costs, sowing dates, dates on which plants are ready for sale and volume of sales by varieties; using good seeds from a dependable source of supply; employing the most modern growing methods; using businesslike selling techniques adapted to local market conditions; observing growing plants in the vicinity, and visiting All-America trial grounds.

Methods of Container Growing

The second speaker at the morning session, Jack Hill, of D. Hill Nursery Co., Dundee, Ill., presented

a comprehensive talk on the nursery's methods of growing conifers and certain broad-leaved trees and shrubs in containers. Mr. Hill showed clearly that standardization of methods is not only the key to success in growing plants in containers

[Continued on page 66]

KANSAS CITY PLANTING AWARD

Landscaping this office building of the Interstate Bakeries Corp., at Kansas City, Mo., called for consideration of special city problems by the planting firm, Rosehill Gardens, Kansas City. The achievement, as pictured, won an A. A. N. award in its industrial planting competition for 1957. Everet Asjes, Jr., of the nursery, points out that the evergreens selected for the work are the hardiest under city conditions. An interesting feature of the planting is the use of 14 white-flowering crab apple trees and 13 forsythias at the west side of the building, to screen a heavily traveled street and to give shade from hot afternoon sun.

A list of the plants used in the landscaping follows:

- 2 Juniper, Canaert, 5-foot specimen
- 3 Juniper, Pfizer Upright, 3 to 3½-feet
- 14 Juniper, Von Ehron, 24 to 30 inches
- 4 Juniper, Von Ehron, 30 to 36 inches
- 16 Juniper, Andorra, 24 to 30 inches
- 17 Juniper, Pfizer, 30 to 36 inches
- 2 Juniper, Hill Dundee, 7 to 8 feet
- 2 Mahonia aquifolium, 18 to 24 inches
- 2 Magnolia soulangeana, 6 to 7 feet
- 42 Mahonia aquifolium
- 6 Spreading Japanese yews, 24 to 30 inches
- 1 Canadian hemlock, 4 to 5 feet
- 60 Hall's Japan honeysuckle, 2-year No. 1
- 14 White-flowering Asiatic crab apples
- 13 Forsythia intermedia spectabilis
- 1 Pink-flowering Asiatic crab apple
- 7 Kolkwitzia amabilis
- 8 Japanese quince



Landscaping of Bakery Chain Headquarters at Kansas City, Mo., Met City Needs

Highway Planting, Production, Topics at Alabama

By Tom Eden



Officers of the Alabama Nurserymen's Association: Left to right, Fletcher Ponder, retiring president; William Barton, newly elected president, and Henry Orr, re-elected secretary-treasurer. John Fraser III, vice-president, was not present when the photograph was taken after the recent Birmingham convention.

At the convention of the Alabama Nurserymen's Association held May 26 to 28 in the Tutwiler hotel, Birmingham, officers for the ensuing year were named as follows: President, William Barton, Guthrie-Barton Nursery, Tuscaloosa; vice-president, John Fraser III, Huntsville Nurseries, Inc., Huntsville, and secretary-treasurer, Henry Orr, horticulture department, Alabama Polytechnic Institute, Auburn.

After registration on Sunday, May 26, a buffet reception was held for all members in the hotel's Terrace ballroom. A film, "Margaret Hires a Gardener," was an entertaining feature on this occasion.

Ornamentals for Decoration

Later, Charles Stewart, a student in ornamental horticulture at Alabama Polytechnic Institute, talked on the "Decorative Uses of Woody Ornamentals." With increased interest in outdoor living areas has come also a wish to bring some of the outdoors into the living area of the home, the speaker said. Having plant foliage which can readily be cut is one answer to this desire. Stimulation of interest along this line will increase the demand for quality plants, and the landscape designer who incorporates suitable plants in his plans will please the average homeowner. A specific area for plants for cutting purposes can be provided.

From a commercial standpoint, the speaker continued, there seems to be an opportunity for shipping some foliage to many sections of the country for decorative uses. An enterprise at Evergreen, Ala., ships a large quantity of foliage that is in great demand by florists. Some

florists might plant an area to woody plants having decorative foliage and cut from these for design work. By proper use of the material, the florist could add a touch of originality to his work and, possibly, cut down on costs.

The next morning about 150 members and wives participated in the meeting, with Fletcher Ponder, Tallapoosa Nurseries, Dadeville, president, presiding. Dr. James L. Brakefield, director of public relations for the Liberty Life Insurance Co., delivered the address of welcome.

Landscaping for Road System

The keynote speaker was Harold J. Neale, landscape engineer with the Virginia state department of highways, at Richmond, Va. His topic was "The Interstate Highway System—Another Highway or a Parkway?" Mr. Neale said that his mission was to discuss the landscape development of the national system of interstate and defense highways. He referred to the 41,000-mile highway system now being designed or under construction in most states. It will be a 2-lane highway where the estimated designed hourly volume (DHV) will be less than 500, but provision will be made to construct an additional 2-lane highway with a wide median and thus form a divided highway. Other highways will be 2, 4, 6 or 8-lane, divided. The right of ways will be from 150 to 300 feet wide. The median, or grass plot, will be at least 36 feet wide in flat and rolling rural areas and at least 16 feet wide in urban and mountainous areas. The road will have shoulders, stabilized for all-weather use, of not less than 10

feet, with few exceptions. Provision will be made for rest areas or wayside parks about 25 miles apart.

There will be many opportunities to conserve and protect existing trees, woodlands, streams, rivers, lakes and other natural landscape features. The average engineer thinks in terms of the straight line being the shortest distance between two points and of the straight road as being cheaper to construct and maintain than other types. However, the utility, safety and beauty factors far outweigh the economic and require consideration. Photogrammetry is a valuable technique for selecting preliminary locations based on physical land features. Here is where the landscape engineer, nurseryman, land developer, garden club member and other conservation-minded persons can exert influence and make contributions that future generations will enjoy. Through planning, roadside park sites can be selected that will be an integral part of the right of way.

Alabama Highways a Challenge

Alabama will have around 850 miles of interstate highway, giving approximately 22,000 acres of right of way susceptible to landscaping. This land can be developed with a parkway atmosphere or remain the same as existing roads with greatly enlarged roadside areas. If this vast acreage is left to nature, it may well be expected to be covered with weeds, briars, brush and unkept trees and shrubs, plus man's contribution of litter. This is a challenge, Mr. Neale declared, to the garden clubs, to conservationists and above all to the economists, for undevel-

[Continued on page 57]

Final Program for A. A. N. Convention

Hotel Fontainebleau, Miami Beach, Fla. — July 21 to 25, 1957

FRIDAY, JULY 19

- 9:00 A.M. A. A. N. board of directors, Civic room.
9:00 A.M. Ornamental Growers' Association, stock committee, North Card room.
2:00 P.M. Fruit Tree Growers' Association, stock committee, North Card room.

SATURDAY, JULY 20

- 9:00 A.M. National Landscape Nurserymen's Association, executive committee, North Card room.
10:00 A.M. Ornamental Growers' Association, South Card room.
2:00 P.M. Fruit Tree Growers' Association, South Card room.

SUNDAY, JULY 21

- 8:00 A.M. National Landscape Nurserymen's Association, breakfast meeting, Rosewood room.
9:00 A.M. All-America Rose Selections, Civic room.
10:00 A.M. Convention site committee, South Card room.
1:00 P.M. Juniors' glass-bottom boat trip. (Buses leave from Hotel Fontainebleau.)
2:00 P.M. Market development and publicity committee (general meeting of all regional committeemen), Rosewood room.
4:00 P.M. Ladies' Auxiliary reception, card rooms.
8:00 P.M. Hospitality night—Water show and dancing, Eden Roc hotel, Cabana Club.

MONDAY, JULY 22

- 8:00 A.M. Baby Ramblers, breakfast meeting, Rosewood room.
8:00 A.M. Caucus of delegates, region I, Poodle room.
Caucus of delegates, region II, North Card room.
Caucus of delegates, region III, South Card room.
Caucus of delegates, region IV, South Card room.
Caucus of delegates, region V, North Card room.
Caucus of delegates, region VI, lower lobby cocktail lounge.
9:00 A.M. National Association of Plant Patent Owners, Civic room.
9:00 A.M. A. A. N. general session, La Ronde room.
Report of credentials committee.
Certification and roll call of delegates.
9:15 A.M. President's address, by Clyde H. Stocking.
9:45 A.M. Treasurer's report, by Valteau C. Curtis.
10:00 A.M. "The 85th Congress and the A. A. N.," by Ellis E. Meredith, administrative assistant.
10:30 A.M. Report of A. A. N. group insurance, by Curtis H. Porterfield, secretary.
10:50 A.M. Report of the market development and publicity committee, by Richard Wyman, Jr., chairman, and H. P. Quadland, director of public information.
11:30 A.M. Roll call.
11:35 A.M. Presentation of proposed amendments to bylaws.
11:45 A.M. Nomination for officers for 1957-58—Directors, regions II, IV, VI and at large; president, vice-president and trustee.
12:30 P.M. Keynote luncheon: "What's Right with This Country," by Boyd Campbell, chairman, executive committee of the board of the Chamber of Commerce of the United States, Fleur-de-Lis room, Rosewood room and Rosewood terrace.
Norman Jay Colman award presentation.
Industrial landscaping award presentations.
2:30 P.M. Buses leave Hotel Fontainebleau for Seaquarium.
5:30 P.M. Buses leave Seaquarium for Crandon park for beach supper. (Buses return to the Hotel Fontainebleau at 8:30 P.M.)

TUESDAY, JULY 23

- 8:00 A.M. National Landscape Nurserymen's Association, South Card room.
9:00 A.M. All-America Camellia Selections, Civic room.
9:00 A.M. American Nurserymen's Protective Association, Rosewood room.
9:30 A.M. A. A. N. general session, La Ronde room.
9:45 A.M. Plan for expansion of A. A. N. activities and services.
9:50 A.M. (1) Presentation of proposal of N. L. N. A.—Allan Dalsimer, president.
10:05 A.M. (2) Report of A. A. N. board of directors' liaison committee, by Vernon Marshall, chairman.
10:20 A.M. (3) Presentation of revision of A. A. N. organization, by Richard P. White, executive vice-president.
10:30 A.M. Discussion.
11:00 A.M. Report of A. A. N. highway committee, by C. S. Burr, chairman.

- 11:20 A.M. "41,000 Miles of Roadside," by Oliver A. Deakin, New Jersey state highway committee.
11:40 A.M. Film, "Highway Dollars and Sense."
12:15 P.M. Juniors' trip to Parrot Jungle.
12:30 P.M. Ladies' luncheon, style show and business meeting, Eden Roc hotel, Cafe Pompeii.
2:00 P.M. Round-table discussions.
Landscape, Rosewood room.
Garden Lighting:
"Influence on Plant Growth," by Dr. W. E. Snyder, Rutgers University, New Brunswick, N. J.
Equipment and Mechanical Techniques.
Discussion.
Garden Store Merchandising, South Card room.
Selling Quality:
Film, "How to Sell Quality."
Panel presentation.
Discussion.
Mail-Order, North Card room.
Presentation and discussion of proposal to affiliate with the A. A. N.
4:00 P.M. Garden store organization meeting, South Card room.
6:00 P.M. National Landscape Nurserymen's Association, supper meeting, Rosewood room.

WEDNESDAY, JULY 24

- 8:00 A.M. National Landscape Nurserymen's Association, executive committee breakfast, Rosewood terrace.
8:30 A.M. National Mail Order Nurserymen's Association, breakfast, Rosewood room.
9:00 A.M. A. A. N. general session, La Ronde room.
Roll call.
9:15 A.M. Fair trade practice rules: Proposed amendments, by Clark Kidd, chairman, trade practices and ethics committee, and James Horton, special counsel.
10:15 A.M. Report of A. A. N. research committee, by George Rose, chairman.
Progress report on northeastern regional research project on marketing nursery stock, by Powers Taylor, vice-chairman, northeastern regional research subcommittee.
"Association-State Cooperative Programs," by Dr. L. C. Chadwick, Ohio State University, Columbus, O.
11:00 A.M. Address, "Your Competitor—Uncle Sam," by Joseph F. Leopold, National Associated Businessmen, Inc., Dallas, Tex.
11:40 A.M. Election of officers.
12:30 P.M. Exhibitors' luncheon, Rosewood room.
2:00 P.M. A.A.N. board of directors' meeting, Civic room.
2:00 P.M. Nursery Association Secretaries, South Card room.
2:00 P.M. Juniors' pool party.
7:00 P.M. Past presidents' banquet, entertainment and dancing, Fleur-de-Lis room, Rosewood room and Rosewood terrace.

THURSDAY, JULY 25

- 8:00 A.M. "Cracker breakfast," music and entertainment, Fleur-de-Lis room, Rosewood room and Rosewood terrace.
10:00 A.M. A. A. N. general session, La Ronde room.
Roll call.
10:15 A.M. Report of necrology committee, by F. H. Kilner.
Reports of special committees:
1957 convention, by Gervin Pringle, chairman.
Convention site committee.
1959—Region I, by Richard Wyman, Jr., chairman.
1960—Region III, by Harry Malter, chairman.
Great Plains forestry committee, by John J. Pinney, chairman.
11:00 A.M. Unfinished business:
Bylaws amendments.
1957-58 general budget.
1957-58 market development and publicity budget.
Confirmation of Dallas as 1958 convention site.
Announcements, 1958 convention—Jack Jones, general chairman.
Invitations for 1961 and subsequent years:
Washington, D. C., by J. H. Burton, Maryland, and Bert Shoosmith, Virginia.
Denver, Colo., by Scott Wilmore.
12:30 P.M. Sine die luncheon. Address: "Pink Pills for Pale People," by H. Wayman Parker, Merck, Sharp & Dohme, Jacksonville, Fla., Fleur-de-Lis room, Rosewood room and Rosewood terrace.

New Ideas and New Products Aired at California Course

By Steve Emanuels

Nearly 250 of the state's nursery wholesalers and retailers gave themselves a thorough examination, found ways to grow better profits and took a peek into the future at the ninth annual California nurserymen's refresher course June 5 and 6. The course was cosponsored by the California Association of Nurserymen and the California State Polytechnic College. It was held at the college's San Luis Obispo campus, and the meeting chairman was Burt Trick, Home & Garden Tricks, of Santa Maria.

Retailers heard talks on gibberellins, decorative wrapping, new flowers and garden products and cost accounting and were given hints on how to win and keep more customers.

Wholesalers heard about new weed, disease and insect-control materials; sprinkler versus surface irrigation; plant responses to nutrients, and methods of soil heating.

The two groups combined heard in general sessions how both the grower and retailer can use mail campaigns to increase sales, how to improve business letters and the arguments on glass versus plastic in greenhouse construction.

The state president, Dave Cunningham, Descanso Distributors,

Inc., Chino, told nurserymen at the opening general session that this refresher course had become one of the trade's activity highlights—thousands have benefited from it. Mr. Cunningham was replying to the welcome by Vard Shepard, dean of agriculture at Cal Poly. Mr. Shepard told of the college's "learn-by-doing" philosophy, which applies to the ornamental horticulture department as well as to the other agricultural departments.

Eighteen nurserymen received bachelor of garden science degrees from the Cal Poly president, Julian A. McPhee, for attending four refresher courses. Those who received the degrees included the following:

Charles Burr, of the California Garden Supply Co., Palo Alto; Gordon Courtright, of the East Bay Nursery, Berkeley; Robert Cudaback, of Cudaback's Nursery, Napa; John Coulter, of Coulter's Nursery, San Carlos; Frank Ishida, of the Uneeda Garden Nursery, South Gate; Joe Jio, of the Jio Nursery, San Jose; Kenneth Kay, of the Hayes Spray Gun Co., Pasadena; Eric A. Johnson, of Sunset magazine, Monrovia; Phil Cohn, of Foothill Fertilizer & Nursery, Oakland; Joe Littlefield, of the Downey Fertilizer Co.,



Burt Trick, chairman of the ninth refresher course for California nurserymen.

Pasadena; Tad Nakagawa, of the Cupertino Nursery, Cupertino; Joe and Yuri Ono, of the Evergreen Nursery, Bakersfield; Ralph Pezzaglia, of the Gardenway Nursery, Rio Vista; William Schmidt, of the Schmidt Nursery, Palo Alto; Norm Springer, of the Bandini Fertilizer Co., Los Angeles; Bill Takeda, of the Mayfair Nurseries, Inc., San Jose, and Herbert Yoshida, of the Yoshida Wholesale Nursery, Clovis and Fresno.

Committee Members

Members of the refresher course committee were Burt Trick; John Beach, Van Nuys; Walt Tecklenberg, Lodi; Robert Kallman, Santa Barbara; Frank Ogawa, Oakland, and Howard C. Brown, Cal Poly.

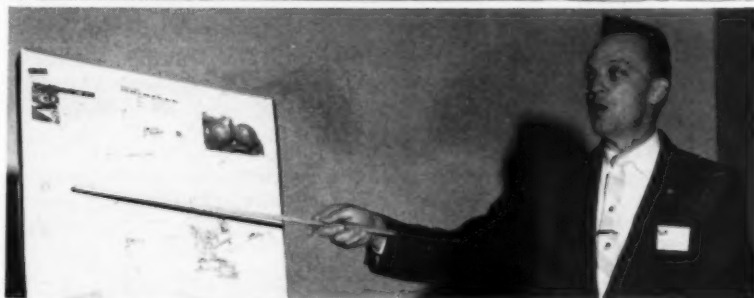
Dr. Lawrence Rappaport, of the University of California, college of agriculture, Davis, reviewing the experiments made with the plant-growth stimulant, gibberellic acid, urged nurserymen to hold back on sales of the commercial forms of the substance until more complete data are available on what it will do for the gardener.

A revolution in the modern garden supply business was previewed by Norvell Gillespie, of a public relations agency at Hollywood. The new concept in garden supplies is that all garden and outdoor living supplies should be sold under one roof, he said.

Telling about the new annuals and perennials for 1957, the Burpee Seed Co. representative, Carter Holton, said the list is again topped by the old favorites—asters, marigolds, petunias, zinnias, sweet peas and snapdragons.

New asters include a 2-foot gar-

[Continued on page 45]



Above, from left to right in the foreground, are Howard Brown, Elmer Merz, David Cunningham and Ralph Pezzaglia, attending California program.

Willis Stribling, in lower illustration, shows some direct-mail pieces to nurserymen at retailers' session during recent California refresher course.

Panels and Varied Talks At Georgia Convention

By Willette E. Hume

Radium Springs, Albany, Ga., was the scene of the annual convention of the Georgia State Nurserymen's Association and university short course June 2 to 5. There were 74 registrations.

The following officers were elected: President, James Patterson, Patterson Nursery, Albany; vice-president, Lester C. Helm, Fruitland Nurseries, Augusta; treasurer, Frank A. Smith, Frank A. Smith & Co., Atlanta; member at large, Charles N. Morse, Jr., Morse Bros. Nursery, Chattanooga, Tenn., and executive secretary, Mrs. Willette E. Hume, Atlanta.

The Monday morning session was opened by Jay O. Herring, Golden State Nurseries, Atlanta, president of the association during the 1956-57 season.

The first speaker was Fred Galle, Ida Cason Callaway Gardens, Chipley, Ga., who showed slides of the many hollies growing at the gardens. Among those mentioned were the new dwarf varieties of *Ilex vomitoria*, a dwarf compact form of *Ilex glabra* and *Ilex crenata* hetzi, less subject to red spider than convexa. Also shown were slides of equipment used at the gardens; many were adaptations of machines built for different purposes.

Report on Pests

The report of the Georgia state entomology department was given by W. E. Blasingame, director. He reminded the nurserymen of the vast number of insects and their amazing adaptability—even to insecticides. Over 600,000 species of pests have been distinguished, almost any one of which is a potential menace. He told of certain organizational changes to provide for year-round nursery inspections.

A report from Washington was next in order. Ellis E. Meredith, administrative assistant, American Association of Nurserymen, Washington, D. C., explained activities of the A. A. N.

W. W. Rennie, E. I. DuPont de Nemours & Co., Inc., Baltimore, Md., opened the afternoon session with a talk on "The New Look in Nurseries: Container-Grown Nursery Stock." A strong point brought out was that the carriage trade no

longer represents nurserymen's best buyers. Container-grown stock was advocated to appeal to the do-it-yourself customer, who is attaining much economic importance. Mr. Rennie warned that this trade would be lost to the chain stores if the proper stock were not provided.

Panel on Pruning

"Keep your knife sharp and use it at any time" was the answer given by a panel of experts during the "Pruning and Maintenance of Nursery Stock" question and answer



James Patterson, elected president of the Georgia Nurserymen's Association.

period. Serving with Edwin Kellogg, Jr., Douglas, Ga., were Norman C. Butts, Atlanta; Sam Pettyjohn, Pettyjohn Nursery, Bainbridge, and Otis Woodard, state department of horticulture, Tifton.

"New Developments in Nursery Research by the University," by Dale V. Sweet, department of horticulture, University of Georgia, Athens, reported findings of the university's research in six fields: Cuttings; rooting media; the factors of temperature, light, moisture and aeration; the application of mist spray; sanitation practices versus nonsterilization (chemical or steam), and transplanting aids—for a 100 per cent survival.

James Patterson held open house at his nursery just three miles south of Radium Springs. A shower did not

dampen spirits for the occasion, though it interfered with the planned tour of the nursery. A delicious barbecue was enjoyed by all.

Name Convention Delegate

The A. A. N. breakfast, with Sam Pettyjohn presiding, gave the Tuesday morning session a good start. Miami convention delegate from the Georgia chapter will be John Wight, Wight Nurseries, Cairo. Erik Johnson, Johnson Garden Center, Atlanta, was named alternate.

A lively panel moderated by Glenn Burton, state division of agronomy, Tifton, with Ray Jensen, Southern Turf Nurseries, Tifton; George McClure, H. V. Hastings Seed Co., Atlanta, and D. Sweet, on "Southern Turf Grasses," along with another panel moderated by John Wight, Wight Nurseries, Cairo, on "The Financing and Management of a Nursery Business" were interesting.

President Jay O. Herring presided at the business session. A report was given by the highway planting committee chairman, Norman C. Butts. He told of meeting with representatives of the highway department and other organizations interested in planting the highways.

The education committee chairman, Donald Hastings, Atlanta, sent his report to be read at the convention. The legislative committee chairman, Sam Pettyjohn, reported that his committee and the education committee held a meeting in the governor's office recently and were promised an appropriation to help augment the horticulture courses at the university in an effort to bring more students into the landscape-nursery courses.

The meeting adjourned with a vote to hold next year's convention at the Ida Cason Callaway Gardens, Chipley, June 1 to 3.

BUYS SEBIAN NURSERY

Horton Nurseries, Inc., Painesville, O., announces that it has purchased the nursery stock and business of the Sebian Nursery, Painesville, from the estate of the late Michael P. Sebian, well-known nurseryman and propagator, who died March 19. According to H. A. Horton, manager of Horton nurseries, the Sebian Nursery will continue to specialize in taxus, rhododendrons and azaleas, with Eino Mackey, of the purchasing firm, as manager.

CHARLES LAW, owner and operator of the Blue Star Nursery, Carlisle, Ky., recently opened a garden center at the nursery's location on U. S. Highway 68.

NEMATODES cause brown spots—stunted plants



**For beautiful lawns
and ornamentals...**

Drawing of female
nematode, many
times normal size.

Stop nematodes with **Nemagon**[®] soil fumigant

NEMATODES—microscopic but destructive worms that attack living grass and plant roots—cause stunted plants and bare patches on lawns. You can prevent nematode damage with Nemagon soil fumigant. It does the job effectively, yet safely, without harming the roots of established lawns.

Nemagon soil fumigant is available in easy-to-use liquid or granular form. Apply it directly to the

ground where it becomes a soil-penetrating gas, killing nematodes as it spreads. It protects ornamentals and other decorative plants as well, when used according to label instructions.

Prevent unsightly damage to lawns and ornamentals caused by nematodes. Knock 'em out the sure way . . . with powerful Nemagon soil fumigant. Your local pesticide dealer has it. See him today!

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QUALITY EVERGREENS

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Abelia grandiflora
Barberry, julianae
Buxus sempervirens
Cotoneaster decora lactea
Cotoneaster horizontalis
 Laurel Cherry
Laurocerasus officinalis
 (English Laurel)
Elaeagnus fruitlandi
Elaeagnus simoni
Euonymus, small-leaved
Euonymus coloratus
Euonymus patens
Ilex crenata Biloxi
Ilex crenata convexa
Ilex rotundifolia
Ilex cornuta burfordi
Ilex Foster's Hybrid No. 2
Ilex cornuta femina
Ilex glabra
Ilex opaca, seedlings
Ilex opaca Arden
Ilex opaca Croonenburg
Ilex opaca East Palatka
Ilex opaca howardi
Ilex opaca Hume No. 2
Ilex vomitoria
Ilex vomitoria, dwarf
Jasminum floridum
Ligustrum lucidum nana
Ligustrum Suwannee River
Loropetalum chinense
Magnolia glauca
Magnolia grandiflora
Nandina domestica
Photinia serrulata
Viburnum burkwoodi

DECIDUOUS TREES

Cornus florida
Cornus florida rubra
Euonymus alatus compactus
Magnolia nigra
Magnolia rustica rubra
Magnolia soulangeana

CONIFERS

Arborvitae, orientalis Baker
Arborvitae, orientalis Blue Cone
Arborvitae, orientalis Bonita
Arborvitae, orientalis excelsa
Arborvitae, orientalis newarki
Arborvitae, fruitlandi
Arborvitae, American globosa
Arborvitae, American globosa compacta erecta
Arborvitae, Pyramidal American
Arborvitae, Dark Green American
Cypress, Blue Lawson
Juniper, Andorra
Juniper, chinensis procumbens
Juniper, excelsa stricta
Juniper, communis fastigiata
Juniper, hetzi glauca
Juniper, pfizeriana
Juniper, pfizeriana compacta
Juniper, pfizeriana nana
Juniper, virginiana repandens
Juniper, sargenti
Juniper, sabina
Juniper, chinensis Sylvestris
Juniper, sabina vonehron
Juniper, sabina vonehron, sheared globes
Juniper, sabina vonehron, sheared pyramids
Juniper, virginalis
Juniper, virginiana burki
Juniper, virginiana canaerti
Juniper, virginiana Dundee
Pine, Austrian

Price and Quality Guaranteed to Please.

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COMING EVENTS

MEETING CALENDAR

July 7 to 9 — Virginia Nurserymen's Association, summer meeting, Virginia Polytechnic Institute, Blacksburg.

July 10 — Ohio chapter, National Shade Tree Conference, summer meeting, Davey Tree Expert Co., Kent, O.

July 11 — Western region, Pennsylvania Nurserymen's Association, annual picnic, Eisler's Nurseries, Butler, Pa.

July 21 to 25 — American Association of Nurserymen, annual convention, Hotel Fontainebleau, Miami Beach, Fla.

July 29 and 30 — Canadian Association of Nurserymen, annual short course, Ontario Agricultural College, Guelph, Ont., Canada.

August 3 to 6 — Mississippi Florists' and Nurserymen's Association, annual convention, Buena Vista hotel, Biloxi, Miss.

August 6 and 7 — Michigan Association of Nurserymen and Michigan Landscape Conference, joint summer meeting, Kellogg Center, Michigan State University, East Lansing.

August 8 and 9 — Indiana Association of Nurserymen, summer meeting and nursery tours: R. Brumond Smith Nursery, Muncie, Ind.; Ernst Nurseries, Inc., Muncie, and Garr Nurseries, Chesterfield, Ind.

August 11 to 13 — Southern Nurserymen's Association and South Carolina Nurserymen's Association, joint annual convention, Fort Sumter hotel, Charleston, S. C.

August 11 to 13 — National Mail Order Nurserymen's Association, annual meeting, Hotel La Salle, Chicago, Ill.

August 13 and 14 — New York State Nurserymen's Association, summer session, in the dining hall of the Long Island Agricultural and Technical Institute, Farmingdale, L. I., N. Y.

August 14 — New Jersey Association of Nurserymen, summer meeting, F&F Nurseries, Holmdel, N. J.

August 14 — Pennsylvania Nurserymen's Association, summer meeting, Fairview Evergreen Nurseries, Fairview, Pa.

August 21 — New England Nurserymen's Association, summer meeting, Boulevard Nurseries, Newport, R. I.

August 21 to 23 — Florida Nurserymen and Growers Association, annual short course, University of Florida, Gainesville.

August 21 to 23 — Ohio Nurserymen's Association, summer meeting, Onesto hotel, Canton, O.

August 22 to 24 — Washington State Nurserymen's Association and British Columbia Nurserymen's Association, joint annual convention, Vancouver, B. C., Canada.

August 25 to 28 — Texas Association of Nurserymen, annual meeting, Hilton hotel, San Antonio, Tex.

August 26 to 30 — National Shade Tree Conference, annual convention, Sheraton hotel, Philadelphia, Pa.

October 18 to 20 — 20th annual Texas Rose Festival, Tyler, Tex.

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PINK
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"THANK YOU..."

for the greatest rose season
we've ever had!"

—"Mike" Dering



Ample supply in view for 1958

It was the most! Thanks to our many friends, we have just concluded the greatest shipping season in our history. Believe us, we're glad it's over!

Prospects for another bumper crop this year are excellent. Our supply of "Pink Favorite"—which was depleted in a hurry this year—has been tremendously increased and should be ample for the 1958 season.

P&D INTRODUCTIONS

PINK FAVORITE Pat. No. 1523. Exhibition hybrid tea of deep rich pink. New type disease-resistant foliage. Gold Medal Winner in 1957.

BURNABY Pat. No. 1314. Exhibition hybrid tea with large classic buds of empire yellow. Gold Medal Winner in U. S. and England.

FORT VANCOUVER Pat. No. 994. Hybrid tea of light clear pink. Excellent fragrance.

THE DUKE Pat. No. 1522. Huge new bi-color hybrid tea of carmine red splashed with gold.

AMY Pat. No. 1455. Hardy floribunda of rich satin pink. Compact bush of medium height.

NEW FOR 1958

BLACK BEAUTY Pat. Applied For. New red hybrid tea. Color is so deep and rich it appears to be almost black.

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**FAIRPORT,
NEW YORK**

VIRGINIA'S PROGRAM

According to the recently released program for the summer convention of the Virginia Nurserymen's Association, July 7 to 9, at the Virginia Polytechnic Institute, Blacksburg, the first day of the meeting, Sunday, will be devoted to registration, social events and entertainment.

After Monday morning's call to order by the association's president, John E. Tankard, Tankard Nurseries, Exmore, the welcoming address will be given by L. B. Dietrick, dean of agriculture, V. P. I. New developments of interest to nurserymen will then be presented by faculty members of the institute. These talks, together with subsequent events, are scheduled as follows:

MONDAY, JULY 8

Introduction, by Dr. W. P. Perkins, department of horticulture.

"Greenhouse Cooling and Automatic Watering," by Dr. J. H. Tinga, department of horticulture.

"Turf," by A. G. Smith, Jr., department of horticulture.

"Nut Culture," by R. C. Moore, department of horticulture.

"Plant Diseases," by Dr. S. A. Wingard, department of plant pathology.

"Soil Management and Fertilizers," by Dr. S. S. Obenshain, department of agronomy.

"Insects," by Dr. J. M. Grayson, department of entomology.

"Weed Control," by Dr. W. E. Chapell, department of plant physiology.

Lunch.
Guided tour of Virginia Polytechnic Institute.

Recreation period: Golf tournament, V. P. I. course; swimming in the college pool, or motor trips to Mountain lake, Claytor park or the Blue Ridge parkway. Social hour, Tyler motel, Radford.

Dinner; slides of the Blue Ridge parkway, shown by Donald H. Robinson, parkway naturalist.

TUESDAY, JULY 9

Tour of research projects at V. P. I., conducted by Dr. J. H. Tinga.

Business session.
Dutch treat lunch.

INDIANA'S SUMMER PLANS

Three Indiana nurseries will be hosts for the summer meeting of the Indiana Association of Nurserymen, to be held August 8 and 9. According to a tentative program, events scheduled for Thursday morning, August 8, at the R. Brumond Smith Nursery, Route 5, Box 362A, Muncie, Ind., include an informal tour of the nursery after registration, the I. A. N. executive committee meeting, and, after a lunch provided by the host nursery, a demonstration of chemical soil sterilization.

Thursday afternoon the group will tour Ernst Nurseries, Inc., Muncie, where the nurserymen will be entertained at an evening barbecue. The Garr Nurseries, Road 67, Chester-

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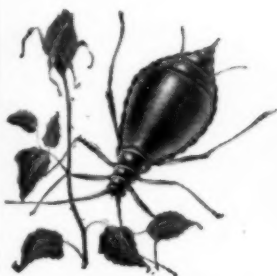
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APHIDS—Probably the most common and damaging insect of ornamentals. Malathion stops all species of aphids whether on shade trees, shrubs or flowers. Because aphids build up fast, prompt spraying is recommended.



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Offers safety-in-use, and
leaves no harmful residues

Malathion solves the problem of *what* to use against *which* insect because it controls practically *all* pests attacking ornamentals. It's quick-acting and economical.

Malathion is *low* in toxicity to man and animals, offers your staff an extra margin of safety. The USDA calls it "one of the safest insecticides to handle". No respirators or protective clothing are required.

Malathion is available in spray or dust form under the brand name of well-known manufacturers. Ask your regular supplier about the brands he carries.

New, 1957 *Grower's Guide* tells how to control all the insects shown and listed in the captions. Write American Cyanamid Company, Phosphates and Nitrogen Division, Dept. PM, 30 Rockefeller Plaza, New York 20, N. Y.

CYANAMID



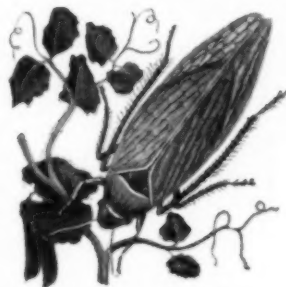
THRIPS—These tiny insects rasp white streaks and patches in gladiolus, roses, many other flowers. Malathion controls thrips, whitefly, lace bug, mealybug, four-lined leaf bug, tarnished plant bug.



BEETLES—Malathion controls such hard-to-kill species as Japanese beetle, Mexican bean beetle, etc. Low toxicity to man and animals makes malathion ideal for nursery, park and home-gardener use.



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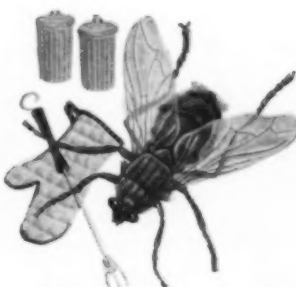
LEAFHOPPERS—Malathion stops potato leafhopper, rose leafhopper and most others in this lively group. It's available in emulsions, wettable powders and dusts. Also in aerosols for greenhouse use.



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field, Ind., will be host Friday morning, the program featuring a tour of the nursery and an equipment demonstration. The nursery will also provide lunch for the members attending.

OHIO SHADE TREE DATE

Members of the Ohio chapter of the National Shade Tree Conference will gather July 10 at the Davey Tree Expert Co., Kent, O., for their annual summer meeting. According to L. C. Chadwick, secretary-treasurer of the national conference, no formal sessions are planned for the meeting, which will consist primarily of tours and an outing.

PENNSYLVANIA PICNIC

Frank Curto, secretary of the Western region of the Pennsylvania Nurserymen's Association, announces that the region's annual picnic will be held July 11. Eisler's Nurseries, Butler, Pa., will again be host for the event.

OUTING FOR NEW JERSEY

No formal program is planned for the summer meeting of the New Jersey Association of Nurserymen, scheduled for August 14 at the F&F Nurseries, Holmdel, N. J. According to William E. Snyder, secretary of the association, the meeting will be primarily a social event, offering an opportunity for members to tour the host nursery as well as nearby establishments and to see exhibits of equipment and other materials relating to the nursery industry.

NEW YORK DATES

The New York Nurserymen's Association will hold its summer meeting at the Long Island Agricultural and Technical Institute, Farmingdale, L. I., N. Y., August 13 and 14. Sidney E. Bennett, Valhalla, announces that registration will start at 9 a. m. August 12, in the dining hall of the school and the meeting will be held in the same place starting at 9 o'clock the next morning. Directors of the association will meet at Knapp Hall at 8 p. m. the evening of August 12.

V. P. I. GARDEN COURSE

Albert S. Beecher, associate horticulturist at the Virginia Polytechnic Institute, Blacksburg, announces that the annual garden lovers' short course will be held on the V. P. I. campus August 12 to 16. All nursery-

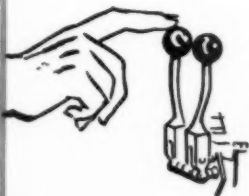


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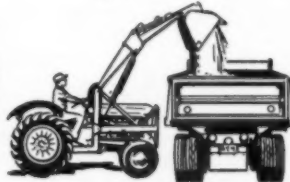
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men and gardeners are invited to attend.

CALIFORNIA STATE FAIR

Exhibits of florists, nurserymen and landscape architects will be displayed in and around the hall of flowers at the California state fair and exposition, opening August 28 and continuing through September 8 at Sacramento. The exposition, in which 25 commercial exhibitors participated last year, will feature gardens and patios shown by nurseries and landscape architects in addition to displays of cut flowers, plant specimens and flower arrangements. Floral and plant displays in the hall of flowers will be set off by lush greenery, ponds, waterfalls and redwood trees. A series of patio designs typical of California will be on view in an area adjacent to the exhibition hall.

TEXAS ROSE FIESTA

Announcing the 20th annual Texas rose festival, to be held October 18 to 20 at Tyler, the Texas Rose Festival Association reports that abundant spring rains have assured a spectacular display in the municipal rose garden and in the area's extensive growing fields, tours of which are a feature of the festival program. This year's rose show, remaining open throughout the festival, will highlight a formal garden and a children's garden in addition to thousands of rose blooms and specimen plants.

Preparations are also being made for 15 elaborate parade floats and for the fiestas, dances and coronations that help make the festival one of the most outstanding rose celebrations in America. Held annually since 1933, except for an interim of four war years, the festival was begun as an elaborate promotion for the rose industry in the Tyler area, a region that now produces over half of the nation's field-grown roses.

HARDWARE SHOW SET

Scheduled for October 14 to 18 at the Coliseum, New York, N. Y., the 12th annual national hardware show will display exhibits of almost every American manufacturer of power lawn and garden equipment in its lawn, garden and outdoor living division. Furniture and accessories designed to add impetus to the growing trend toward outdoor living will also be presented, along with hand tools and equipment and bulk and packaged goods, according to Frank M. Yeager, director of the exposition.

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1957-1958 Season

Red-leaved Barberry, seedlings
Cydonia japonica, seedlings
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Euonymus alatus compactus, liners
Forsythia Spring Glory, liners
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2000 Chamaecyparis plumosa aurea,
2-yr., T.
1000 Euonymus patens (small-leaved),
2-yr., T.
1000 Ilex glabra, 2-yr., T.
200 Prunus kwanzan, 1-yr., whips,
2 to 3 ft.
350 Prunus kwanzan, 1-yr., whips,
3 to 4 ft.
5000 Taxus cuspidata, 2-yr., T.
5000 Taxus cuspidata brevifolia,
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Sabina Vonehron, Globe

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Cupressifolia
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COVER ILLUSTRATION**Quercus Montana**

Quercus montana, one of our native oaks, is found from Ontario and Maine south to South Carolina and Alabama. Commonly called chestnut oak and often confused with *Q. prinus*, which is likewise sometimes known as chestnut oak but is a more southern species, *Q. montana* is a broad-headed tree of vigorous growth to about 75 feet in cultivation, although it can attain 100 feet in favorable native situations.

The leaves are five to seven inches long, quite narrow and lance-shaped, with from 10 to 15 pairs of obtuse teeth not bristle-tipped, and bright or yellowish-green above, paler beneath and tomentose when young. This chestnut oak makes a fine meadow tree and a good-looking



Foliage of Chestnut Oak

park specimen. It is hardy from zone 2 southward and is easily grown from seeds. It is not so massively branched as most oaks of like size and has a lighter, more graceful woody structure. It is well worth trying as a street tree inasmuch as it does well on dry, rocky soil, and most city tree belts have far from good soil.

The lustrous leaves turn a dull yellow, sometimes flushed with scarlet, in the fall and the fruit is never abundant, which eliminates the objectionable litter of acorns shed by some more prolific oaks. As a shade tree on fair-size home plots, this oak should be satisfactory. J. G.

JOHN RICH & SONS, Rye, N. Y., are enlarging their retail nursery to include a garden center.

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You save hand weeding and hoeing in the rows. Sesone (formerly called Herbicide-1) cuts hours of hand work and can save \$80 or more per acre. It controls most annual weeds that infest nursery plantings, including weeds that are a problem in cool as well as hot weather.

**Kills weeds
as they
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You knock out weeds at their weakest with CRAG Sesone. It kills sprouting seeds of most broadleaf and grass weeds before they can rob your nursery plants of water, plant food, and sunlight. Weed control with Sesone enables field and lined-out stock to grow faster.

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CRAG Sesone becomes active only when it makes contact with moist soil. You spray it right over established nursery stock for excellent weed control in the rows. Use Sesone to prevent weeds in roses, ilex, yew, spruce, pine, boxwood, privet, phlox, gladiolus, daffodil, iris, lily, and many other plants listed on the package label.

**One
application
lasts
3 to 6 weeks**

You can avoid the constant search for hand labor to do weeding by using CRAG Sesone. Just spray it on after the first cultivation. Get weeks of effective weed control. Then when weeds begin to show, cultivate and apply Sesone for another three to six weeks of economical weed control. Irrigate lightly if the soil is dry.

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Get CRAG Sesone now in 2-lb. bags or 50-lb. Fiberpak drums. Sesone saves you work, worry, and expense!

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CHARLOTTE, VT.

NEHRLING GIVEN AWARD

Arno H. Nehrling, Boston, Mass., in recognition of a lifetime devoted to the cause of American horticulture, was honored with the Arthur Hoyt Scott garden and horticultural award at the commencement exercises at Swarthmore College, Swarthmore, Pa., June 10. Mr. Nehrling's contributions to American horticulture have been many-sided — as a professor of floriculture, as a businessman in both retail and wholesale florists' industries and as an officer in many horticultural organizations. He has been president of the Society of American Florists and of the North American Lily Society, a director of the Men's Garden Club of America and a vice-president of the American Horticultural Council. In his present post as executive secretary and director of publications and exhibitions of the Massachusetts Horticultural Society he has helped to make this one of the largest and most influential horticultural organizations in the country.

WINS LANDSCAPE AWARD

The First Federal Savings & Loan Association of Westfield, N. J., was presented recently with the Garden Club of New Jersey's annual civic achievement award for roadside beautification. The landscaping of the association's offices, for which the award was presented, was planned and executed by the Westfield Nursery, Westfield.

The front and sides of the building are planted with columnar and dwarf forms of yew, andromeda, ilex and mock orange. At the back of the building plantings of floribunda roses include the varieties Masquerade, Pinocchio, Snowbank, Crimson Rosette, Ma Perkins, Goldilocks, Red Pinocchio and Smiles.

Dwarf quince, flowering almond, forsythia, weigela and spiraea are planted for color effect on a slope flanking the parking area. Plantings of spring bulbs, interspersed among these flowering shrubs, are augmented by annuals for summer bloom.

KENNETH WATSON recently purchased the Garden Center, Rockville Centre, L. I., N. Y.

DR. CHARLES E. PALM, head of the department of entomology, Cornell University, Ithaca, N. Y., has been appointed director of research for the colleges of agriculture and home economics and for the New York state agricultural experiment station at Ithaca and Geneva.



SHADE TREES — ORNAMENTALS

Gleditsia triacanthos, Carpinus caroliniana, Cercis canadensis, Cornus florida, Phellodendron amurense, Platanus acerifolia, Liquidambar styraciflua, Acer platanoides, Acer rubrum, Fraxinus americana, Acer glabrum, Ostrya virginiana, Koeleria paniculata, Pyrus calleryana, Pinus strobus, Pinus nigra, Salix babylonica, Pteris japonica and many more.

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THIS BUSINESS OF OURS

Reflections on the Problems of Nurserymen

By E. Sam Hemming

THE MULTIFLORA ROSE

Some years ago I expressed myself in these columns as being strongly against the wide sale of the multiflora rose. I said that it was rank and unattractive for home use, that its flower was a poor excuse for a rose, its thorns were objectionable and the hedge caught debris and leaves. As a living fence it grows too large and wastes land. The only possible purpose for planting it would be for conservation, and then its use should be limited.

My small voice did little to slow the plant's popularity. Now I have still another objection to this rose, which was widely planted in my section of the country as well as other parts of the United States. For the past two years I have been noticing plants beginning to show up all over the countryside. These plants are coming up along fences, in ditches, even in open fields and in 10 years will be a real nuisance. Obviously, the seeds are being carried by birds and other wild life. It is a pity all that money was not spent on something like floribunda roses.

CHARGING FOR LABOR

One of the things most difficult to understand in the nursery business is the problem of including an adequate markup in labor charges, particularly in retail landscape work. Invariably, if a customer complains about an estimate or a bill it is because of the amount charged for labor. It is a strange phenomenon, because labor spent is an item that has been used up; it cannot be retrieved, and it must be paid for.

Writers, speakers at trade meetings and the reports of trade secretaries continually warn that this phase of the nursery business must be operated profitably. All nurserymen who have been in business a long time realize how important it is. One might think that the solution is simply to set charges at the proper level and ignore the resistance, but, while that is more or less what all members of the trade do, it is not easy.

Of course, one can ignore the 1 or 2 per cent of his customers who would complain regardless, but it is

more difficult to ignore the majority who display a great unwillingness to pay a full and fair labor charge.

There are a few things that can be done. I try to do as many jobs as possible by contract, even though there is no competitive bidding. Of course, this system renders the nurseryman liable to losses, but experience will enable him to estimate a labor charge correctly. If his customers show too much resistance to a fair labor charge, a nurseryman can recover some of the loss sustained through a lower charge by increasing his markup on plants and materials. This increase is best accomplished gradually rather than all at once. The device, however, can never be used as a substitute for an adequate labor markup.

One of the best ways of easing the customer's pain is to train the salesman to supply extra interest, advice and encouragement. His time is already in the overhead, and if the

customer feels he is getting that something extra it helps a great deal.

A DIFFERENT PEST

This spring I found evidences of some pest's attacking seed flats in the greenhouse. I thought at first that mice were cracking and eating the seeds and pulling up the seedlings. When the flats were elevated, however, the damage continued, and I then covered the flats with wire cloth. The culprits were finally caught in the act—a pair of cardinals that had been flying in through the ventilators.

SOPHORA AND KOELREUTERIA

Sophora japonica and *Koelreuteria japonica* are two of the so-called miniature trees that are being popularized as suitable for planting where larger-growing trees might interfere with utilities.

This spring I made an observation that might be of use in the cultivation of these trees. In my nursery I have a couple of rows of each in a block that is fairly level, but drained well enough for any usual season. This past February and March almost daily rains over a 6-week period left a pool of standing water

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JULY 1, 1957

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about 50 feet long in these rows. When spring came the poor drainage showed on the koelreuteria; all the plants in the flooded section died. On the other hand, the poor drainage had no effect on the sophora. The plants in the wet spot seemingly made as good growth as those placed elsewhere in the rows.

ILLINOIS DIRECTORS MEET

It was reported at the June meeting of the board of directors of the Illinois State Nurserymen's Association held at the Hotel La Salle, Chicago, that the bill to amend the state insect pest and plant disease act relative to licensing of nurserymen and dealers in the state had been killed in the house of representatives at Springfield. The bill having passed the senate with an amendment to reduce the dealer's fee from \$25 to \$2, the house tried to make additional changes. The board of directors of the Illinois State Nurserymen's Association voted to send a letter of thanks to Stillman J. Stanard, director of the division of plant industry, for killing the bill, since its original intent had been changed.

H. F. Seifert, horticultural inspection supervisor, Glen Ellyn, who was present at the meeting, related that the personnel department at Springfield had recommended a lower scale of wages for inspectors than requested. Mr. Seifert thought the scale would deter young men from wanting to become inspectors and create dissatisfaction among the older group. He believed the state inspection service would soon deteriorate, which would lead to quarantines on nursery stock in the state. The problem was turned over to the legislative committee of the association, which in turn would inform the members of the Illinois association about the matter, so they could write individual letters to the director of the personnel department in Springfield.

The board of directors voted to have the Illinois State Nurserymen's Association become a member of the

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American Horticultural Council. It also approved the president's action of signing a contract for an exhibit at the state fair to be held in August.

A. A. N. Delegates Elected

At a meeting of the board of directors of Illinois chapter 3 of the American Association of Nurserymen, held June 4, Edward P. Eichhof, Bensenville; Henry Lohse, Dixon, and Corliss Engels, Lafayette, were elected delegates to the 1957 A. A. N. convention at Miami Beach, Fla. Alfred Fiore, Prairie View; Duane Cultra, Onarga, and Leslie Bork, Onarga, were elected alternates.

MICHIGAN GROWERS' DATA

A census taken recently by the Michigan Seedling Growers Association reveals that 115 nurseries in the state are now devoting most of their production to forest, Christmas and ornamental tree seedlings. These growers expect to have available for the coming year more than 45,000,000 seedlings, a considerable portion of which will be shipped to neighboring states and into Canada. This figure represents an increase of about 25,000,000 over the 1957 spring crop.

The M. S. G. A. summer meeting, scheduled for August 7, will be held in conjunction with the summer meeting of the Michigan Association of Nurserymen. Problems of wrapping, crating and shipping will be discussed by the seedling growers.

INCREASING its facilities, Simpson's Ornamental Nursery, Yakima, Wash., recently opened a garden shop.

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PLANT NOTES HERE AND THERE

By C. W. Wood

Dwarf Wallflowers

I know, before I commence to answer an inquiry on dwarf wallflowers, that I shall not be able to do the subject justice, because the plants covered by the name, as generally accepted by gardeners, are not sufficiently hardy this far north to make them practical garden subjects. And from what I have observed in other sections, they are not very popular with gardeners anywhere in the east.

There are many named forms of *Cheiranthus cheiri*, the common wallflower, which naturally grow about a foot tall. Of these I know little, because I had to handle them like a tender biennial (they are reputedly perennial in warm climates), and that is too much bother for a busy gardener. Perhaps they would be sufficiently hardy for Maryland winters.

The most famous of the dwarf wallflowers is *C. Harper Crewe*, perhaps a hybrid, which has long been in gardens. It is somewhat hardier than the ordinary wallflower and should be entirely reliable in Maryland. Growing to a height of nine or 10 inches, it makes a pretty bush with double flowers of warm, glowing yellow, smaller in size than *cheiri* varieties, but borne so close together that they make a lovely picture. They are produced in erect spikes, the fragrant blooms opening from pretty bronze-maroon buds, and cover a long season. The plant should be given a poor, well-drained soil.

I gained my first acquaintance with *C. alpinus* years ago when a writer friend brought me seeds from Lapland, where he had gathered material for a book on the Lapps. It proved to be a charming plant of 10 inches, making a low bush, covered with large lemon-yellow flowers throughout much of the summer. I do not know how it would do in the warm climate of Maryland, but it would be worth a trial. I have heard of a variety, *Moonlight*, with sulphur-yellow flowers, which is grown in Europe. Another one mentioned by some of my European correspondents, which sounds very good to me, is *E. K. Elmhurst*. One friend, who has promised me seeds this fall, says that it produces fragrant, rosy-lilac wallflowers all summer and fall,

but he thinks it is an *erysimum* rather than a *cheiranthus*. That could well be, for the differences between the two genera are matters for the botanists to fight over.

One *erysimum*, *E. linifolium*, was long known as *Cheiranthus linifolius* and still is in some quarters. It should be of interest to our inquirer in his search for small wallflowers and for other neighborhood growers in warmer sections. It makes pretty clumps, a foot or less in height, with charming little lavender (lilac-mauve to catalog writers) flowers through most of the season.

Arum Maculatum

I notice that the foliage of *Arum maculatum* continues to be used by

the ladies and florists who go in for flower arrangements, and that is good for plant growers, for it opens up an outlet for plants of a species that has never become very popular in this country. Here growers seem to have always considered it more curious than useful; so its use to dress up arrangements may introduce it to gardeners who have only heard its names, lords-and-ladies and cuckoo-pint. Moderns must not, however, take credit for having first thought of using its foliage for decoration, because I find it mentioned by Miss Jekyll in the late 19th century, and she probably borrowed the idea from one of her predecessors.

The books say that *A. maculatum* comes from half-shady woods in

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18 to 24 ins., B&B.....	1.25
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Spreading Japanese Yew	
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Burk Juniper, upright	
Outdoor plants in full sun.	
6 to 10 ins., bare-root.	.14
Forsythia Lynwood Gold	
Outdoor plants in full sun.	
6 to 10 ins.	.06
Forsythia Spring Glory	
Outdoor plants in full sun.	
6 to 10 ins.	.04
Euonymus coloratus	
Outdoor plants in full sun.	
8 to 10 ins.	.03 1/2
Euonymus patens	
Small or large-leaved.	
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Pot liners, \$20.00 per 100;
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BEARDSLEE NURSERY PERRY, O.

Europe, and I found that it did well in similar situations in the garden. Here in northern Michigan, it proved to be quite hardy, but intolerant of drought. Given a light, rich soil, preferably leaf mold, in part shade, and an abundance of moisture during the growing season, it should do well in all except the coldest sections, and even there its tubers could be dug and stored away from low temperatures or wintered under a heavy mulch. Its usually black-spotted, half-bred-shaped leaves are its chief attraction, but the purplish spathe is not without merit as a garden ornament. It is probably best propagated by division while it is dormant.

Parosela Spinosa

After writing the note on dalea, which is the modern name for the plants that we formerly called parosela, I came upon a paper by Edmund Jaeger on trees of the western deserts, wherein he speaks at length of *Parosela spinosa*, and I thought that a portion of his remarks might be of interest to nurseryman readers.

"The smoke tree (*Parosela spinosa*)," he writes, "like the palo verde, enjoys strong summer suns and is tolerant of heavy frosts. Its northern limit of growth is found about 10 miles north of the Union Pacific railroad near Baker, Calif. The seeds germinate very readily after summer rains, and the sandy washes are populated with numerous tiny seedling trees which all too often die because of the ephemeral supplies of moisture. When moisture is permanent the trees grow to a height of 10 or 15 feet. In their dress of silver-green thorns and abundant ornamental bloom they are one of the show sights of the desert. The flowering season is usually mid-June."

Draba Glacialis

Although I have been working for some time on a little piece on alpine drabas, it is not yet ready to be put down on paper, and I have a request for information on *D. glacialis* which cannot wait until the entire story is completed.

Gardeners have come to think of the name *glacialis* as being a danger sign, pointing to difficult handling. Let all be assured, however, that such is not the case with our present plant. This draba is quite cosmopolitan in its range, extending all the way from Greenland to Alaska, running into the arctic regions of Siberia and following the alpine peaks of the Rockies as far south as Wyoming. Such a range would normally indicate that the plant would be dif-

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1 to 5 bu.	\$3.85
5 to 10 bu.	3.75
10 to 30 bu.	3.60
30 to 100 bu.	3.45

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GREETINGS

To our many customers and friends and those whom we would like to have for our customers. We have our nursery in tiptop shape and would like for you to stop and see us on the way to or from the convention. We have some of the nicest stock we have ever grown and know you would like to see it. We have had an abundance of rain, and we have a nice supply of the following stock:

Juniper, spreading and upright
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Magnolia soulangeana
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Althaea
Barberry, red, green and Mentor
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Forsythia (3 varieties)
Honeysuckle, heckrotti
Honeysuckle, bush
Privet (5 varieties)
Lilac, rothomagensis
Rose, Paul's Scarlet
Rosa rugosa rosea
Spiraea Anthony Waterer
Spiraea froebeli

Spiraea vanhouttei
Cydonia japonica rubra
Philadelphus
Pink Weigela
Red Weigela
Pink Dogwood
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Weeping Willow

We are located in northwest Tennessee and Highway 45-W comes right through the nursery, so you can't miss it. We are about 5 miles south of Union City, Tenn., and approximately 60 miles south of Cairo, Ill. Make our stop a must and we will look for you.

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difficult to grow when transferred to lowland gardens (mine is around 600 feet above sea level). But material from Montana proved quite amenable here, doing well in a lean soil in situations where it was shielded from full sun in the middle of the day. It required only moisture at the roots in dry weather. Most alpine drabas do best under similar treatment in sections where the summers are likely to be hot.

D. glacialis is a good wall plant, preferring a northeast wall in this section, I believe. It makes a dense cushion of fine foliage and displays its clouds of golden-yellow, cross-shaped flowers during April on plants one inch tall. It is best grown from seeds, though it does come readily from cuttings. It is wise to preserve either seeds or propagating material after one once finds the kinds of his choice, for the alpine drabas are hard to locate.

Crinum Cecil Houdyshel

Although crinums, cousins of the amaryllis, are mostly, if not all, tropical or subtropical, two or three kinds are reputedly hardy as far north as New York city, if they are planted in protected places. I have been interested during recent years in watching a large bulb of the variety Cecil Houdyshel (I regret that

FALL, 1957, SPECIALS

Crimson King Maple, 5 to 6 ft., 6 to 8 ft.
Norway Maple, 4 to 5 ft., 5 to 6 ft., 6 to 8 ft.
Dwarf Red Buckeye, 6 to 12 ins., 12 to 18 ins.
Pink and White Dogwood, 3 to 8 ft.
White Birch, 4 to 5 ft., 5 to 6 ft., 6 to 8 ft.
5-in-1 Apple, 9/16-in. cal., 11/16-in. cal.
Flowering Crab Apple, 3 to 4 ft., 4 to 5 ft., 5 to 6 ft.
Redbud, 3 to 4 ft., 4 to 5 ft., 5 to 6 ft., 6 to 8 ft.
Moraine Locust, 5 to 6 ft., 6 to 8 ft.
Purple-leaved Plum, 3 to 4 ft., 4 to 5 ft., 5 to 6 ft.
Flowering Peach, 3 to 4 ft., 4 to 5 ft., 5 to 6 ft.
Hemlock, 30 to 36 ins., 3 to 4 ft.
Pyramidal Arborvitae, 2 to 3 ft., 3 to 4 ft.
Globe Arborvitae, 15 to 18 ins., 18 to 24 ins.
Pfitzer Juniper, 15 to 18 ins., 18 to 24 ins., 24 to 30 ins.
Sabina Juniper, 15 to 18 ins., 18 to 24 ins.
Pin Oak, 4 to 5 ft., 5 to 6 ft., 6 to 8 ft.
Red Weigela, 15 to 18 ins., 18 to 24 ins., 2 to 3 ft.
Variegated Weigela, 15 to 18 ins., 18 to 24 ins.
Hall's Honeysuckle, 1, 2 and 3-yr., T.

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I do not know its parentage, though I suspect that the popular *C. longifolium* may have been one parent) planted here at latitude 45 north. It was put about 20 inches deep in the ground on the south side of a group of junipers, which are clothed to the ground. In addition to that protection from cold winds, it is mulched at the approach of winter with cornstalks and evergreen boughs, which catch and hold the snow, so that it always has a good covering from early winter until late spring. Despite all that, it loses its foliage every year, but comes along strongly when warm weather returns. The plant puts on a brilliant performance in late summer, when it produces its large number of rose-pink trumpets on 2-foot scapes. It multiplies rapidly by splitting up of the bulbs and would probably be a good investment for the neighborhood grower in warmer sections.

Mexican Foxglove

I recently received an inquiry about *Tetranema mexicanum* as an outdoor plant for the climate of western Tennessee. I doubt very much that it would be satisfactory in the open in that state or anywhere else in the United States except in frost-free areas, because it did not prosper for us as a pot plant if the night temperature got much below 48 degrees, and I distinctly remember that it was used years ago at Storrs & Harrison Co., Painesville, O., as a winter bloomer in what oldsters knew as the stove temperature.

Be that as it may, the botanists have evidently been confused by the plant, for we find that this tropical scrophularia was called *Penstemon mexicanus* at one time, *Tetranema mexicanus* at another, and now I find it in *Hortus* under the name of *Allophytum mexicanum*. All this confusion makes a common name almost imperative if a mere gardener is to keep his sanity; so we could well use "Mexican foxglove," the name by which greenhouse growers knew it years ago. But it is not restricted to the warm growing conditions formerly thought necessary; in fact window gardeners long ago found that it adapted itself to any sunny window where the night temperature did not go much below 45 degrees. In such circumstances it will produce an abundance of purplish-violet flowers, in a cyme, at the top of 10-inch stems. As I remember it, the natural blooming season seemed to be in winter, but the good gardener can hope to induce it to produce color throughout most of

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the year. It makes a good window garden plant for those who are interested in that class of material.

Chrysanthemum Purple Waters

I made some notes a couple of years ago on what was then a new hardy chrysanthemum, Purple Waters. As the variety still has sufficient merit to interest the neighborhood grower, I give the information now.

When I first saw the new Lehman chrysanthemum, Purple Waters, I thought it was one of the most unusual and most attractive of the dark colors that I had ever seen. I was interested, then, when an Indiana grower told me the results of a popularity poll taken one day during the chrysanthemum season. The results: Of 250 votes cast, Purple Waters received 105 and Apache (red with a golden overcast, which produces a unique orange coloring to my eyes), got 90, with a few others straggling along behind. The color of Purple Waters is just what the name implies—deep purple, with no qualifying adjectives, having none of the mauve or violet of most of the so-called purples. It is really floriferous, all the plants that I have seen being completely covered with flowers. It also blooms early enough for northern gardeners, commencing in that section about the middle of September.

Chrysanthemum Yellow Mammoth

Another chrysanthemum note, made about the same time as the above, may be of interest to those who grow disbudded specimens. It reads as follows: "Although I have not grown an exhibition chrysanthemum for many years, I always thrill to a superb specimen, as I did this fall to a disbudded, cloth-grown planting of the Japanese variety, Yellow Mammoth. Grown three stems to a plant and disbudded to a single terminal flower, the tall, strong stems were clothed in disease-free, dark green foliage. The immense, pale primrose flower was of loosely incurved formation—a sight to excite any gardener and to thrill the chrysanthemum enthusiast." My note was made on October 14; so this variety should be useful to cloth house growers in all except the northern tier of states.

Native Lathyrus

The genus lathyrus is represented in the United States by several species, including a few good garden kinds. None is likely to become a favorite of nurserymen, though, for the plants are not spectacular beauties, and most of them are rather hard to move after they have be-



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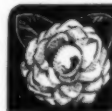
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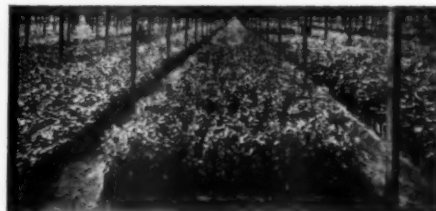
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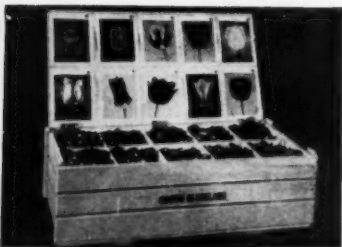
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come established. Two kinds, one for dry soil and the other a moisture lover, might prove useful in the hands of the neighborhood grower who could sell them to customers while the plants are small.

The first of these is *Lathyrus maritimus*, found on the shores of lakes and seas throughout the three northern hemispheres. As usual with plants of so wide distribution, it has varied into many forms, but the one which is likely to be available in eastern North America has decumbent stems to two feet in length and purplish flowers in racemes of up to 10 blossoms, from late May or early June until August. I recall using it once on a difficult, rocky, sunny slope in a resort garden with excellent results. Care should be taken, however, to keep it far from delicate plants, because its creeping roots may travel farther than one thinks possible.

The second of our native perennial peas, *L. palustris*, is a moisture lover, as its specific name, *palustris* (marsh loving), implies. It has rather erect stems, to two feet in length, and bears its purplish flowers, to eight in number, on a peduncle, from June until August. It makes a good bog plant and should not be overlooked by growers of that class of material. Both are probably best grown from seeds, planted as early in spring as the work can be done. Chipping the seed coat before planting is helpful.

TULSA NOTES

After six years of drought, the rains came. Twenty-one days of rain in April preceded the heavy rains of May that caused floods and all but stopped planting in the Tulsa area. The ground is now too wet to plant; the nursery fields are too wet to enter or to ball roots if the fields could be entered. Reports from all parts of town indicate that many plants which do not tolerate wet soil are dying for lack of air about the roots. A few of the nurserymen's fields were partially inundated at the time of high water in the middle of May, but had cleared up by June 1.

Demand for plants from retail customers is better than in former years, as householders feel that, with the drought over, their plants have a chance to grow. Demand from contractors building small houses is down, but business from builders of expensive homes has held up. Two serious situations are developing from the prolonged wet weather: Laborers hired by nurserymen are becoming discouraged by many lost



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days of work and are seeking employment elsewhere, and it is feared that constant rain is leaching the nutrients from the soil, which may cause trouble later.

Many Tulsans were evacuated from the expected flood area at the time the Arkansas river crested. Among them were the Gerald Spoor family, of the Holland Nursery, evacuated from their home, and D. S. Kauffmann & Associates, evacuated from their offices. Fortunately, the river did not rise so high as predicted; so neither place was damaged.

Dallas Fremont, Minneapolis, Minn., executive secretary of the National Landscape Nurserymen's Association, visited recently in Tulsa.

The Owasso Nursery & Landscape Co. has built an addition to its lath house, making it one-third larger.

The Lakeview Nursery & Landscape Co. has moved from a former site on North Delaware avenue to 2037 Mohawk boulevard. It will continue to specialize in U-3 Bermuda lawns.

Hiram C. Hunter, of Hunter & Sons Nursery, has purchased a new home on Skyline Ridge, to which he will move his family in June. The house at the nursery on North Cincinnati avenue is being converted to business purposes. The south end of the building will house offices; the north end, adjacent to the large lath house, has been made into a garden shop, with a special room for exotic house plants.

Mr. and Mrs. Cotner, of the Cotner Nursery, are occupying a new 8-room house of Arkansas stone, built during the winter, adjacent to the nursery on South Lewis avenue.

St. John's hospital, which recently completed a large addition, is having the grounds completely relandscaped by the Owasso Nursery & Landscape Co.

R. C. Volintine, of the Tulsa Landscape Nursery, has a new salesyard at 1318 East 41st street. He is constructing an office, 14x16 feet.

Mrs. Bess F. Terry, of Terry's Experimental Farm, has been hybridizing day lilies and has produced some that bloomed early in spite of the cold, wet weather. R. W. C.

ENTERING the nursery field with a new garden center operation are Joseph Clares & Sons, retail florists, of Fort Lee, N. J.

OPENED recently on the premises of the Port Washington Nursery, Port Washington, L. I., N. Y., was a retail flower shop, the Flower Hill Florist.

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PLANT PROPAGATION, by Mahlstedt and Haber. New techniques of propagation. 413 p. (1957) \$7.50.
American Nurseryman Chicago 4.



CALIFORNIA ASSOCIATION OF NURSERYMEN

ELMER J. MERZ, Executive Secretary
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SAN JOAQUIN CHAPTER

Dean Lloyd Dowler, of Fresno State College, Fresno, welcomed members and guests of the San Joaquin chapter, California Association of Nurserymen, to the campus May 16. A tour of campus facilities was made by the group, with Prof. Louis LaValley pointing out the interesting features and achievements of the young college. Professor LaValley stated that the still incomplete facilities of the college are already overcrowded and that more room will be needed than was provided for in the original plans.

Bert Irola, the new owner of Oliver's Nursery, Fresno, was accepted as a member of the chapter. Cliff Oliver, the former owner, is devoting all his time to his Linwood Nursery, Turlock.

The chapter president, Robert Moffet, A. J. Moffet & Sons, Gustine, appointed Andy Caglia, Andy's Nursery, Fresno; Ivan Stribling, Stribling's Nurseries, Merced, and Virgil Cripe as a committee to select nominees for the offices of secretary-treasurer and vice-president. The names are to be presented at the chapter's next regular meeting, at which time elections will be held to determine officers for these posts during the coming year.

Professor LaValley showed slides taken on his recent trip through the eastern and northern states. A group of the professor's students then explained projects on which they are working, including the breeding of new camellia varieties and citrus seedling propagation.

M. E. Gardner, Sec'y.

LOS ANGELES CHAPTER

The regular meeting of the Los Angeles chapter of the California Association of Nurserymen was held May 23 at Eatons restaurant, Arcadia. Among the 120 members and guests were members of the San Fernando chapter and their president, Peter Mordigan. The visiting chapter held its meeting in conjunction with that of the Los Angeles chapter.

After the chapter president, Charles S. Crum, Rosedale's Nurseries, Inc., Monrovia, called the meeting to order, Otto Martens, of

Deigaards Nurseries, Monrovia, conducted the plant forum, presenting branches from several trees that he said were not used so widely in southern California as they deserved to be. One, pink-flowering horse chestnut, has beautiful large leaves and is a fine shade tree for a lawn area. It requires abundant moisture. Another, the golden-rain tree, is a small deciduous tree with lovely yellow flowers. Mr. Martens also presented three little-known but useful shrubs for the California landscape.

Ed Lowell was thanked for the lovely decorations, consisting of azaleas, caladiums and African violets. A feature of the evening was a film on "How to Sell Quality," which President Crum then introduced.

Colleen Crum announced that the next meeting was to be ladies' night and that a special program was being planned for the event.

Harold J. Botts, Sec'y.

NEW ARMSTRONG ROSES

An announcement by Armstrong Nurseries, Ontario, Calif., of three new rose varieties for 1957-58 and a like number of 1958-59 introductions was recently mailed to the firm's grower-licensees throughout the country. The 11x13-inch, 6-page presentation depicts this season's roses in large full-color illustrations on three pages and the coming introductions in colored slides, slipped into pockets formed along the edge of the first page.

Of the introductions for the 1957-58 season, Isobel Harkness is an English rose, developed by the British hybridizer, Albert Norman. Bright, clear yellow blooms without shadings open from long buds on the sturdy stems of this hybrid tea, said to make a vigorous, free-flowering and free-branching plant. Open blooms have 30 to 35 broad, heavy-textured petals.

Aztec is a hybrid tea of a rich, intense, solid orange-scarlet color. Its ovoid buds open to extra-large fully double blooms, which hold their color and form well on the plant or when cut, according to the introducers. The plant is vigorous, somewhat spreading in habit, and grows to medium height. It bears a large

For Quick Sale Now... 30,000 MODESTO ASH

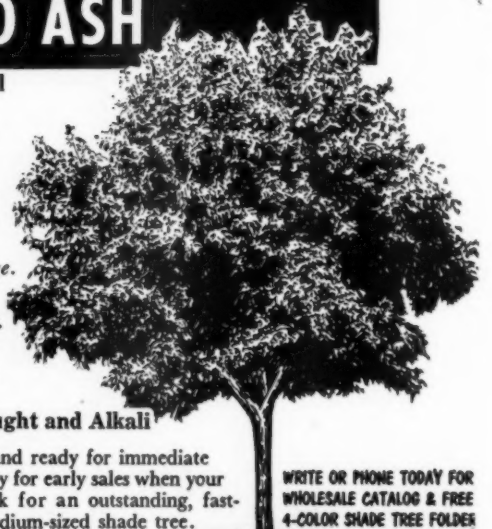
- Straight and Tall**
35-40 feet.
- Beautiful Shape**
Round-headed and compact.
- Exceptionally Clean**
Sheds all at once.
- Spectacular in Fall**
Bright golden foliage.
- Tap Root System**
Ideal for parkways.
- Thrives Anywhere**
Hardy to minus 10 degrees.
- Resistant to Drought and Alkali**

Yes, they're dug and ready for immediate delivery. Be ready for early sales when your customers ask for an outstanding, fast-growing, medium-sized shade tree.

WRITE OR PHONE TODAY FOR
WHOLESALE CATALOG & FREE
4-COLOR SHADE TREE FOLDER

Stribling's
NURSERIES

P.O. Box 793 RANDOLPH 2-4106
Merced, California
One of California's Leading Nurseries

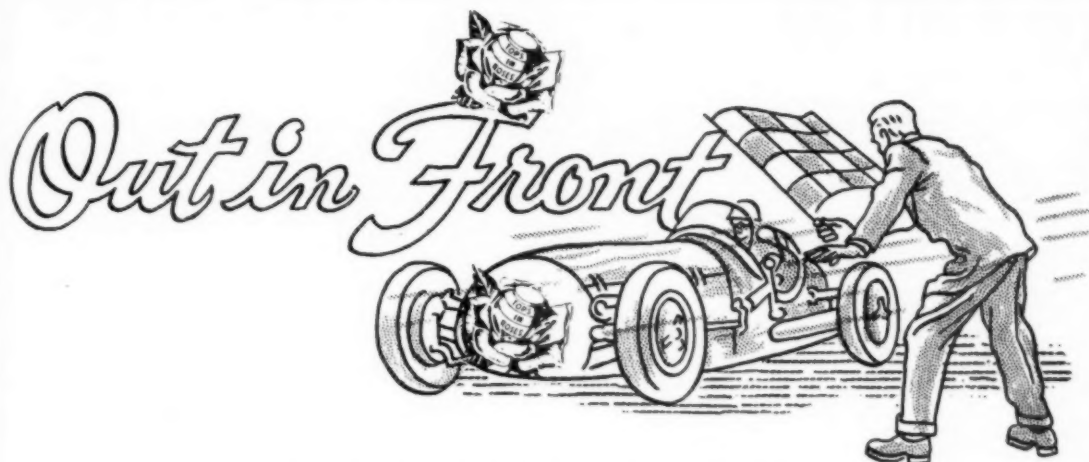


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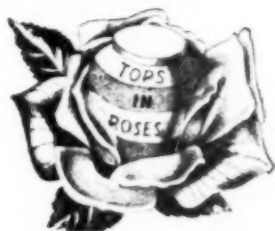
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ON THE BARE-ROOT SPEEDWAY



SET THE PACE — WIN THE RACE

During the current booking period some varieties have already crossed the finish line and are out of the running. Others are only a few laps behind. Better step on the gas and get your order entered in the 1957-58 race.



WEEKS WHOLESALE ROSE GROWER

O. L. WEEKS

926 W. ELY

ONTARIO, CALIF.



number of blooms, and its foliage is declared resistant to common diseases.

A new floribunda with blooms of clear buttercup-yellow is Starlet, Armstrong's third 1957-58 introduction. Its perfectly formed buds open to high-centered fully double blooms about two and one-half inches across borne in clusters all through the blooming season. Both clusters and single blooms are good for cutting. The plant is low, rounded and compact, especially good for rose hedges or borders, it is stated.

The colored slides contained in the booklet, which are removable for use in a projector, picture the nursery's new floribundas for the 1958-59 season: Heat Wave, a Chinese red, with overtones of currant red and a

sheen of persimmon, is described as above average in height, but compact. Green Fire, with semidouble blooms of an intense, unfading yellow, is said to be striking in a border or mass planting. Ruby Lips, bearing clear red semidouble flowers in big panicles, is said to be remarkably floriferous and sunfast, with a characteristic of dropping its petals cleanly.

EXPANDS SALES AREA

Its fifth year of business will be marked for the Green Thumb Nursery, Lancaster, Calif., by extensive remodeling and expansion of its sales area and garden center. According to Mr. and Mrs. C. M. McNally, owners and operators of the nursery,

the remodeled display space, soon to be completed, will consist of 12,000 square feet under shade. Redwood-trimmed beds, 6x15 feet, will display canned nursery stock on a 6-inch base of crushed stone and will be separated by paved walks, nine feet wide in main aisles and six feet wide in intersecting aisles. Carts for self-service and broadcast music will also be provided.

A further feature of the garden center will be a display plot planted to several grass varieties, allowing the customer to choose seed on the merits of the finished product. A 3,000 square foot building surrounded by a covered display area of 1,500 square feet will house garden supplies. Parking facilities will be provided for 100 cars.



Grown in the Puente Valley are finest, bare-root, two-year-old plants available.

Wholesale only, but featuring a complete list of Hybrid Teas, Climbers and Floribundas, including all the A.A.R.S. Award Winners.

Send for our new 1957-58 catalog

MONTEBELLO ROSE CO.

401 N. Sixth St.
MONTEBELLO, CALIF.
Phone: Parkview 1-1721

Rose hanger in color, available on request.

ORDER FROM RICH!

Flowering Crab Apples, many varieties

Flowering Cherries

Flowering Plums

Norway Maples, branched, all grades

Red Maples, branched

Silver Maples, branched

Pin Oaks

Dogwoods

Fruit Trees

And Many Other Items

Write for our wholesale list.

RICH & SONS NURSERY
HILLSBORO, ORE.

DOERFLERS have five solid acres of True Dwarf Buxus and Buxus Sempervirens, perfectly sheared to globe, pyramid and column, up to 7 ft.

DOERFLERS specialize in large shade, flowering and ornamental trees—also rare and dwarf stock, all completely root-pruned and moved regularly, therefore can be planted the year around.

One of the leaders in canned stock as well as field-grown.

F. A. DOERFLER & SONS
250 N. Lancaster Dr.
SALEM, ORE.

ROSES

Top-quality, field-grown patented and standard roses.

Write for list and prices.

MAYWOOD ROSE NURSERY
Rt. 2, Box 880 ROSEBURG, ORE.

Write for List Today

H & S Personality Roses
Brad for American Gardens

HOWARD & SMITH, INC.
Montebello, Calif.

CALIFORNIA NOTES

The San Mateo county fair and floral fiesta has published the 1957 premium lists. Ornamental horticulture and floriculture will have about \$45,000 in premium money. The Administration building has been replaced and the entire area is being landscaped.

Max Leonard, San Mateo county commissioner of agriculture, is again hospitalized.

David Raynor, Santa Clara county, and Percy Wright, Sonoma county, were elected president and secretary, respectively, at the convention of the California Association of Agricultural Commissioners, at Palm Springs.

Bringing the garden into the home was the subject discussed by George Kelley, Hillsdale landscape architect, at the May meeting of the Peninsula chapter of Executive Secretaries.

The Four Winds Nursery, wholesale grower of dwarf citrus trees, is moving to a new location about half a mile from its present Palm avenue address at Mission San Jose. New buildings will include a propagating house, 25x50 feet, which will be roofed with plastic, have misting equipment and be heated by electric cables. There will also be a shed for the storage of bulky equipment and supplies and a building which will house smaller and more costly equipment and will be used in season for preparing plants and grafting of new plants. The location includes about six acres.

Leslie Mayne, Mayne Tree Service, San Mateo, and Mrs. Mayne entertained with a reception honoring their daughter Mary, who will be married July 13 to George Pope III, of Hillsborough.

James Kerr, Kerr Seeds, San Mateo, is back to part-time business activities after hospitalization as the result of injuries received in an automobile accident.

Arthur Cobbledick, San Francisco landscape architect and former councilman at Menlo Park, has undertaken the landscaping for the new city library at Menlo Park. The building of the library is being financed out of a \$120,000 municipal bond issue which did not provide for any landscaping fees.

Mrs. Charles Burr, whose husband conducts the California Garden Supply Co., Palo Alto, was an active worker and chairman of the luncheon committee at a recent silver anniversary jubilee of Stanford University alumni.

Retail ornamental nurserymen report that this spring and early summer have been erratic in sales.

A. MCGILL & SON FAIRVIEW, ORE.

Wholesale only

FRUIT TREE SEEDLINGS
FLOWERING ORNAMENTAL TREES
SHADE TREES

Constant Vigilance Results
in Quality Stock

Combination carloads to eastern distributing points.

Write for our List.

Eastern Representative:

Frank C. Donovan
130 E. 233rd St.
Euclid 23, O.

LUMITE SARAN shading material at factory prices.

POLYETHYLENE in popular widths and lengths, clear or black.

HIGO IRIS } Write for names
TREE PEONIES } and prices.

LAKE SAMMAMISH **EVERGREEN NURSERY**

6127 Highway 99, S. — Everett, Wash.

ROSES **OLD and NEW**

Fine-quality, two-year plants, budded on Multiflora, in over 250 varieties.



MT. HOOD NURSERY

Rt. 2, Box 96
GRESHAM, ORE.

ROSES — Field Grown

Patented and Nonpatented.
Finest in roses since 1935.
Write for new list and prices. Contracts and advance orders solicited.

PACIFIC NORTHWEST ROSE NURSERY
P. O. Box 261 GRESHAM, ORE.

ROSES

Top-quality, northern California, field-grown, patented and standard bush and tree roses. Write for list and prices.

ELMER ROSES

6708 N. San Gabriel Blvd.
SAN GABRIEL, CALIF.

RHODODENDRON AND EVERGREEN LINERS

In Season

J. B. WHALLEY

Rt. 2, Box 683 TROUTDALE, ORE.

Prices are little if any higher than a year ago. Buyers seem to be looking less for bargains. W. B. B.

MILLERS WED 50 YEARS

C. Bert Miller, Milton Nursery, Milton-Freewater, Ore., and his wife will celebrate their 50th wedding anniversary soon with an ocean voyage to Alaska. Both natives of Oregon, they met while Mr. Miller was attending business college at Portland.

Mr. Miller's father, Aaron Miller, established the nursery now known as the Milton Nursery Co. in 1878 on his homestead in the Walla Walla valley. Later, his three sons, Samuel A., George W. and C. Bert, became associated with him in the business, which was incorporated in 1908. As the firm's trade increased, it became necessary to purchase additional land. Today there are 325 acres at Milton-Freewater and about 100 acres at a branch nursery at Puyallup, Wash., devoted to the growing of nursery stock. After the death of Samuel in 1932 and the retirement of George in 1949, C. Bert Miller acquired sole ownership and is now president and general manager of the nursery.

CALIFORNIA REFRESHER

[Continued from page 11]

den blue, Blue Beauty; the early-blooming Debutantes; a blend of all types and colors, Modest Maidens; a 3-foot giant amethyst, Aloha; a mixture of large quilled-center doubles, Empress, and an early, branching Mission Giant.

In marigolds, the new ones include the Mammoth Mum Golden, with bright golden-yellow 3-inch flowers. Nearest-to-White is another one, a step in the work to find a white marigold.

Many open-pollinated, F₁ and F₂ hybrids and all-double petunias are due out.

A 2½-foot early-blooming Carousel is among the new snapdragons, as well as a rust-resistant giant base-branching Tip Top.

Both sweet peas and zinnias are short of novelties introduced this year. Roselight is a new rose-pink summer-flowering sweet pea. Zinnia Rosalind is a rose-pink changing to salmon-rose, with double flowers five and one-half inches across, having a fluffy, informal appearance.

Sales Efforts

Joe Littlefield, of the Downey Fertilizer Co., Pasadena, and Gordon B. Lloyd, of Gordon Lloyd & Associates, San Gabriel, appeared in a

PACIFIC COAST NURSERY

Rt. 1, Box 114B, PORTLAND 9, ORE.

**Pioneering Seedling Growers on
the Pacific Coast Since 1914**

**Specializing in Fruit Tree Seedlings
also Shade and Flowering Trees**

French Apple Seedlings,
Str. and Br.
Domestic Apple Seedlings,
Str. and Br.
Bartlett Pear Seedlings,
Str. and Br.
Ussuriensis Pear Seedlings

Mahaleb Cherry Seedlings
Mazzard Cherry Seedlings
Myrobalan Plum Seedlings
American Plum Seedlings
Angers Rooted Quince
Cuttings

Combination carloads to eastern distributing points.

John Holmason & Sons

Props.

Steele's® Famous Booklet

COMMERCIAL PANSY CULTURE

ONLY

25¢

STEELE'S PANSY GARDENS

P. O. Box 4555
2715 S. E. 39th Ave. • Portland 2, Ore.

panel titled "Some Pointed Observations Regarding the Industry."

Mr. Littlefield said his most important observation was that the nursery salesman should not stop at being an order taker. Selling involves following up each sale with a suggestion and showing a customer what's new. He stressed that a pleasant, friendly, sincere salesman is a must to complement any store displays or sales efforts. If the nurseryman cannot be this friendly person, perhaps he should hire a salesman for the front office and stay in the garden himself.

Mr. Littlefield also stressed that good advertising is consistent adver-

MILTON NURSERY CO.

Our 80th Year

MILTON - FREEWATER, ORE.

Flowering, Ornamental, Shade Trees and Shrubs. Fruit Trees, Fruit Tree Seedlings and Angers Quince Rooted Cuttings.

Licensed Growers of:

Moraine Locust (Pat. No. 836)
Crimson King Maple (Pat. No. 735)

Send for Our Price List

Our combination carlots for eastern distributing points during shipping season save freight costs.

CUTTING-GROWN RHODODENDRON LINERS

Hardy and semihardy varieties,
Quality only

VAN VEEN NURSERY

3127 S. E. 43rd Ave.
PORTLAND 6, ORE.

Finest Quality

**CAMELLIAS—ROSES
RETICULATAS—HOLLY**
(Northern California Grown Roses)

DESCANSO DISTRIBUTORS, INC.

Wholesale Growers
Pipeline & Walnut Sts., CHINO, CALIF.

PORTLAND WHOLESALE-NURSERY CO.

5050 S. E. STARK ST.

Avery H. Steinmetz
Paul E. Van Allen

PORTLAND 15, OREGON

We endeavor to supply only top-quality nursery stock—the best that Oregon can produce. Write us for quotations. Combination carloads arranged for midwest and eastern points.

WILT-PRUF
For summer transplanting—protect valuable plants—reduce replacement.

Quality Stock

CONIFERS AND BROAD-LEAVED
EVERGREENS
SHADE AND FLOWERING TREES
FRUIT TREE SEEDLINGS
FRUIT TREES
DECIDUOUS SHRUBS
VINES AND BULBS
PORTLAND ROSES
NURSERY SUPPLIES

Write for our Catalog

DID YOU KNOW?

That the flowers of some conifers are very beautiful and spectacular.



SHERWOOD NURSERY CO.
Evergreens - PROPAGATORS AND GROWERS
WHOLESALE

CORBETT, ORE.

The Homestead Nurseries

H. G. Benckhuysen. Boskoop. Holland

Azaleas, Rhododendrons, Magnolias, Peonies, Ornamental Trees and Shrubs, Perennials—Quality Stock in All Leading Varieties. Trade catalog on request.

Jan de Graaff's

OREGON BULB FARMS
P. O. Box 512
GRESHAM, OREGON

Lilies

Daffodils

We propagate hardy rhododendrons in the newest varieties and many other evergreen liners.

Price list upon request.

WEST OREGON NURSERY
3550 N. W. Saltzman Rd.
PORTLAND 1, ORE.

Maurice C. Ravensberg

Boskoop, Holland

Reliable exporters for general nursery stock since 1922.

Catalog on application

LILIES

For Garden and Greenhouse
Our 1957 catalog offers the most complete collection of northwest-grown species and hybrids available.
Hardy Cyclamen a specialty.

Copy on request.

EDGAR L. KLINE
LAKE GROVE, ORE.

DOTY & DOERNER, Inc.

6691 S. W. CAPITOL HIGHWAY
PORTLAND 19, OREGON

WHOLESALE
GENERAL NURSERY STOCK

ORNAMENTAL WOODY PLANTS

AND ROSES

Write for our lists.

W. B. CLARKE & CO.
P. O. Box 343 SAN JOSE, CALIF.

MITSCH NURSERY

Wholesale Propagators of
Evergreen Liners

Write for latest price list.
AURORA, ORE.

tising and one should be interested in customers' problems, know all the products in the nursery, have all the answers to questions on the tip of one's tongue and play fair with all customers to obtain repeat business.

Customers' Desires

Mr. Lloyd gathered 14 frequent answers in a survey which asked consumers: "If you were a nurseryman, what things would you do to please the customer?" Over 50 per cent, he said, answered that they would label and/or price each item in the nursery. Other suggestions included the following:

(1) Talk to customers in lay terms and explain more fundamentals; (2) have enough aisle room to permit browsing; (3) have a list of plants particularly adapted for a given area; (4) group offerings in shade and sun classifications; (5) have landscape ideas, perhaps with actual models for the customer to see; (6) have a new plant section, so customers can see the newest things; (7) have a place for the kids to keep busy; (8) visit good customers' gardens about twice a year; (9) establish a coffee bar for waiting customers; (10) keep the poor plants out of sight; (11) have specimen plants available, perhaps grouping one each of the 10 best plants, and (12) keep up on what's new in the industry.

The use of attractively decorated straw hats on gallon tin cans and clay pots can greatly increase profits, said John H. Hickenbottom, of Wilson's Flower Shop, San Luis Obispo. A comparatively unattractive potted plant, placed in a straw hat, with the addition of a fancy ribbon, sells faster than a lot of other fancy plants, Mr. Hickenbottom has found. Many nurserymen also overlook the plain gallon can, which, when decorated with foil and ribbons, can be made to look attractive to the buyer.

With a few decorations, Mr. Hickenbottom said, tin cans make people just as happy as clay pots. He said that cellophanes, foils, ribbons and prefolded wrappers make decoration of potted plants easy for the nurserymen.

Products Planned for Women

Without intending to reflect on the housekeeping ability of the housewife, garden supply manufacturers told the students that the new insecticides, fungicides and fertilizers are being designed with the Little Woman in mind. Some of the new products designed to simplify the task of the home gardener included a new plastic throw-away spray nozzle, a superstrength fertilizer and a

BOOKS for Nurserymen

Better Fruits and Flowers

For northeast and midwest. New, greatly enlarged edition. Illustrates in full color 430 items, ornamentals and fruits, popular in these areas. 96 pages in full color, 8 1/2 x 11 ins. in size, with substantial cover. **\$4.00** each.

Dependable Plantings

Northwest Plate Book. Developed for severe cold climate areas. 179 subjects in full color. 32 pages, 9 x 12 ins., with durable cover. **\$1.50** each.

Flowers and Fruits

For the southwest. Illustrated in full color—320 items—64 pages in color with heavy durable cover. 8 1/2 x 11 ins. in size. **\$3.00** each.

Standard Nursery Catalog

48 pages and cover. Nicely illustrated. **50c** each.

New Evergreen Folder

25 popular items of narrow-leaved evergreens—in full color. **15c** each.

New Shrub Folder

31 popular flowering shrubs in full color. **25c** each.

Correct Planting Methods

A pocket-size, 48-page booklet. Very complete but concise information, well illustrated. Helpful in preventing claims for dead stock that cost nurserymen money. Sample, **10c**. Write for discounts on quantities.

Write for Quantity Discounts.

Cash with order, please.

A. B. MORSE CO.
ST. JOSEPH, MICH.

More than 1275 garden stores and local nurseries sell **Flower Grower**, the Home Garden Magazine . . . to build sales to home owners, to attract store traffic, to give gardening advice to customers. They sell it at a profit, and return covers of unsold copies for full credit.

Ask:

J. R. Whiting, Publisher
Flower Grower Magazine
2607 Grand Central Term.
New York 17, N.Y.

for full information and a garden store order form.

capsule soil fumigant. The plastic spray nozzle comes fitted to a bottle of proper-strength insecticide. The home gardener has only to fit his hose to the nozzle and spray.

George McClellan, of Forward House, Inc., New York, outlined the type of product desired by the retailer as being one that is space-saving, easy to sell, returns maximum profits, has a rapid turnover and packs customer appeal. He demonstrated a new fertilizer with an applicator that satisfies all of the requirements and is designed for use by the housewife. A small canister of the fertilizer takes the place of 80 pounds of common fertilizer and covers 2,000 square feet of lawn.

Ease of use was also stressed by Gene Franke, of the Sherman Laboratories, Los Angeles, in his description of a new soil fumigant. The fumigant is a small gelatine capsule that can be inserted in a hole made by a stick or pencil. Soil moisture draws the fungicide out of the capsule to kill nematodes and other plant pests. The fumigant will not harm well-rooted plants. A bonus effect is the chemical's irritating effect on dogs and cats.

Norman Springer, Bandini Fertilizer Co., announced that the firm had added the aroma of new-mown hay to one of its newer insecticide-fertilizers. This product also has a wetting agent added for better penetration of plant surfaces and soil.

R. E. Lindquist, San Francisco certified public accountant, described how a group of bay area nurserymen banded to organize their record keeping so that individual firms could compare figures with the group's average figures.

Advertising Panel

Direct-mail advertising for the grower and for the seller was the topic of a 2-man panel at the joint session of the California refresher course. Willis A. Stribling, of the Stribling Nurseries, Merced, and Alfred M. Pettler, Pettler Advertising Agency, Orinda, were speakers. The panel was moderated by Walter Dimm, of Sweeney, Krist & Dimm, Portland, Ore.

Mr. Dimm prefaced the two talks, predicting that department stores will sell more than 50 per cent of the bulbs and other nursery items in the near future and said that any retail merchant, nurseryman or not, can make more sales through advertising.

Mr. Stribling said he was surprised that so little direct-mail advertising is utilized by retail nurserymen, as

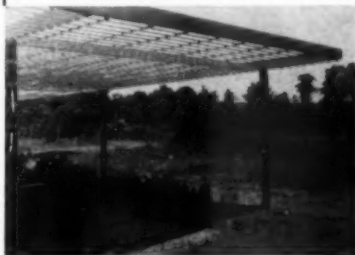
[Continued on page 51]

ALUMALATH

THE MODERN MATERIAL

Aluminum, designed for scientific sun control.

Millions of feet in use throughout the United States and the many repeat orders received for increased coverage in the past 10 years prove its value.



NURSERY

Designed for ease and low-cost erection. It is lightweight, with a high gloss baked enamel finish, long lasting, with minimum maintenance.

Extensively used by commercial growers, nurserymen and landscape architects, for better plant protection.

Manufactured in four lath spacings, one will meet your most exacting uniform sun intensity requirements.



LATH HOUSE

Ideal shading medium for patios, car ports, parking lots, commercial displays and any area requiring shade.

Perfect shade, ventilation, diffused reflected light with minimum light loss and beautiful appearance are assured with ALUMALATH.

GET THE FACTS
WRITE FOR SAMPLE AND PRICES

Manufacturer

HARRY H. REYNOLDS

2561 Valencia St.
SANTA ANA, CALIF.

CLASSIFIED ADS

Rate: 40 cents per line, each insertion.

Minimum order, \$4.00.

Instructions for the August 1 issue must be received by Friday, July 12.

Forms for August 15 issue will close Friday, July 26.

AZALEAS

AZALEAS, 1-YR. CUTTINGS.
Flat containing 70 plants, \$9.00 per flat. Ask for price on 50 flats or more. **ALADDIN, BLAUW'S PINK, FEDORA, HERBERT, HINO-CRIMSON, KATHLEEN, MARY ANN, OTHELLO, PALESTRINA, ROSEBUD, ZAMPA, HYBRID RHODODENDRONS, ROOTED CUTTINGS WITH LARGE PEAT BALLS, \$60.00 PER 100. ASK FOR LIST. CALL ORDERS ONLY. GERARD K. KLYN, INC., MENTOR, O.**
Wholesale Rose Growers and Nurserymen

RUTHLESS SELECTION
has eliminated all but the best from our list of Azaleas.
We include most of the **GABLE VARIETIES**, a limited number of **KURUME** and **U.S.D.A. HYBRIDS** and a strictly limited selection of the **GLENN DALE HYBRIDS**.
Liners for spring shipment, \$25.00 per 100. Send for complete list.
J. S. WELLS NURSERY, INC.
P. O. Box 141 Red Bank, N. J.

AZALEA LINERS
DELIVERY SPRING, 1957.
Hinodegiri, in flats,
Coral Bells, in flats,
Delaware Valley White, in flats,
60 plants to the flat,
\$14.00 per 100, \$125.00 per 1000.
DELAWARE VALLEY NURSERY
948 N. Broad St. Elizabeth 3, N. J.

BULBS AND TUBERS

QUALITY GLADIOLI
Hand-selected mixture, all colors.
5,000 No. 1 Mixed \$15.00 per 1000
20,000 No. 2 Mixed 10.00 per 1000
25,000 No. 3 Mixed 8.00 per 1000
50,000 No. 4 Mixed 5.00 per 1000
Terms: 50 per cent down, balance c.o.d.
CORNELIUS RYNSBURGER
R. R. 3 Hudsonville, Mich.

IMPORTED DUTCH FALB BULBS
Reasonable prices. Send for price list.
F.O.B. Atlantic ports or Highland, Ind.
J. LEEGWATER & SONS
2809 Highway Ave. Highland, Ind.

BUXUS

Buxus sempervirens, rooted cuttings, 2 to 4 ins., \$50.00 per 1000. Packing free. Cash.
Blackburn Nursery, Clarksville, Ark.

CHRYSANTHEMUMS

FLORETUM COLORFUL GARDEN MUMS
Top grade and new varieties. Bred for early blooming, frost tolerance, winter hardiness.
ROOTED CUTTINGS, pinched, branched, outside hardened (no potting necessary).
Ideal for planting out any time until late June. All bloom abundantly at regular time. Each variety labeled.
5 each, 20 varieties, 100 plants \$ 10.00
5 each, 50 varieties, 250 plants 25.00
5 each, 100 varieties, 500 plants 50.00
5 each, 150 varieties, 750 plants 75.00
10 each, 20 varieties, 200 plants 14.00
10 each, 50 varieties, 500 plants 35.00
10 each, 100 varieties, 1000 plants 70.00
10 each, 150 varieties, 1500 plants 100.00
25 each, 20 varieties, 500 plants 30.00
25 each, 50 varieties, 1250 plants 75.00
25 each, 100 varieties, 2500 plants 125.00
PRAIRIE SOUTHWEST FLORETUM
Fall River, Kan.

EVERGREENS, Liners

STRONG ROOTED CUTTINGS

Buxus sempervirens, Globe Arborvitae, Ilex microphylla, Leucothoe catesbaei, Pfitzer Juniper, Taxus cuspidata, Taxus cuspidata capitata, Taxus hicksii, Pyracantha lalandi.
\$8.00 per 100, \$75.00 per 1000.

WESTWOOD GARDENS
54 Lane Ave. Caldwell, N. J.

Rhododendron catawbiense grandiflora, rooted cuttings, \$50.00 per 100.
Pieris japonica liners, 8 to 8 ins., TT, \$30.00 per 100, \$250.00 per 1000; 4 to 6 ins., TT, \$20.00 per 100, \$175.00 per 1000.
Rudolph Kluis, Box 164, R. 22, Bound Brook, N. J.

EVERGREEN LINERS AND CUTTINGS
FIELD-GROWN TRANSPLANTS
HEAVY, TRACTOR-CULTIVATED STOCK
POT-GROWN STOCK (FROM 2½-IN. POTS)
Sprayed with Parathion annually. Potted in special clay peat fertilizer mixture. Grown in open lath house or outside frames. No light, soft greenhouse-grown stock.
Each, 100 1000
Arborvitae, Am., 1-yr., 6 to 9 ins., 27c 25c
Globe woodwardi, 1-yr., 5 to 6 ins., 27c 25c
Pyramidal, 1-yr., 6 to 9 ins., 27c 25c
Juniperus pfitzeriana armstrongii, 1-yr., 4 to 5 ins., 27c 25c
chinesis pfitzeriana, 1-yr., pots, 6 to 9 ins., 27c 25c
glauca hetzi, 1-yr., 6 to 9 ins., 27c 25c
Korean Boxwood, 1-yr., 3 ins., 22c 20c
Viburnum, leather-leaved; 2-yr., pots, 8 to 9 ins., 30c 28c

HEAVY ROOTED CUTTINGS
From flats, growing outside in lath house. Ready for delivery now.
These extra hardy, outside-grown cuttings can be potted any time, spring, summer, fall. No soft greenhouse-grown stock.
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Boxwood, Korean, hardy, 3 ins., 9c 8c
Boxwood, sempervirens, 9c 8c
Euonymus alatus comp., 4 to 5 ins., 9c 8c
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chinesis pfitzeriana, 6 to 7 ins., 13c 12c
Arborvitae, Pyramidal, 8 to 6 ins., 13c 12c
American, 5 to 6 ins., 13c 12c
TERMS: Packing and boxing free. 3 per cent discount for cash with order.
Our stock guaranteed 100 per cent satisfactory or return within 6 days for full refund, plus full shipping charges paid.
250 plants of each variety at 1000 rate.
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Corner of State Rts. 25 and 71
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Juniper, Pfitzer, 4 to 8-in., .12 .11
Juniper, Hetz, 4 to 8-in., .12 .11
Taxus capitata (leaders), 4 to 8-in.,14 .13
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250 GLOBE ARBORVITAE
15 to 18 ins., heavy, beetle zone only.
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LOW GROWING BLUE FLOWERS.
EVERGREEN, HARDY.
PARTICULARLY GOOD IN SHADE.
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Also Scottsville, Tex.

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(Centaurea cineraria.)
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Syringa vulgaris, 2-yr. 4.00 30.00
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transplanted, 1-yr., S. 6.00 50.00
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transplanted, 2-yr., S. 10.00 90.00

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Runners	Per 105 Per 210
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MINNESOTA WHITE CEDAR FLATS	
Order by No.	Wt. Price
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No. 6, 14x16x3 1/2	290 27.50
No. 7, 15x22x2 1/2	380 30.75
No. 8, 15x22x3 1/2	425 35.50
No. 9, 11 1/4 x 22 1/2 x 2 1/2	320 25.00
No. 10, 11 1/4 x 22 1/2 x 3 1/2	400 29.00
No. 11, 14x16x5	450 32.75
No. 12, 5x11x5	160 16.75
No. 13, 5x11x5	215 19.00
Plant boxes, 8x8 1/2 x 2 1/2	45 5.50

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5 per cent discount on order of 1000 or more.

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1x1-in. Cypress stakes, pointed.
50 pcs. to bundle, 4 ft., \$3.50 per bdl.
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Nitrate	25 lbs., 2.75; 100 lbs., 8.75
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Hydromix Units for spraying and	
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"BRODLEAF" quality. Just arrived.
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\$2.65 each; 10, \$24.25.
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PLASTIC FILM

POLYETHYLENE FILM
2 mil. in 200 ft. rolls, 36 ins. wide, \$8.40;
54 ins. wide, \$9.55; 108 ins. wide, \$18.85.
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54 ins. wide, \$9.91; 108 ins. wide, \$22.05.
5 rolls, less 10 per cent; 10 rolls, less 20 per cent. Also wider widths available.
Information on Sisalglaze Polyflex available.
We pay freight if check is with order.

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1.5 mil. 36 ins. 500 (black for mulching 10.31)
Width available up to 20 ft. Write for our low prices on quantity orders.

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Long-fibered sphagnum moss, also ground moss. Price us on truckloads delivered.
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CYPRESS PLANT STAKES
50 pieces to bundle
1x1-in.—3 ft., pointed \$3.00 per bundle
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These stakes are made of cypress and redwood; are good, strong stakes and will give long service. "A little better than seems necessary."

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by Donald Wyman, \$4.75.

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GARDENING,
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CALIFORNIA REFRESHER

[Continued from page 47]

there is a wonderful selection of mailing pieces available from suppliers and wholesale growers. These include camellia labels, bedding plant labels, blotters, rose labels, rose books, planting guides, garden notes, reproductions of newspaper and magazine advertisements, co-operative bulb folders, general catalogs and many other items. To prepare a direct-mail list, Mr. Stribling suggested the best sources are charge account lists, customer registrations and check cashers.

Mr. Pettler urged brand name tie-ins with direct-mail advertising. Brand names create a more stable market, he said, and a stable market means that prices and profits fluctuate less, too. Brand names also help the consumer to tell his wishes to growers, he said.

Wholesalers' Session

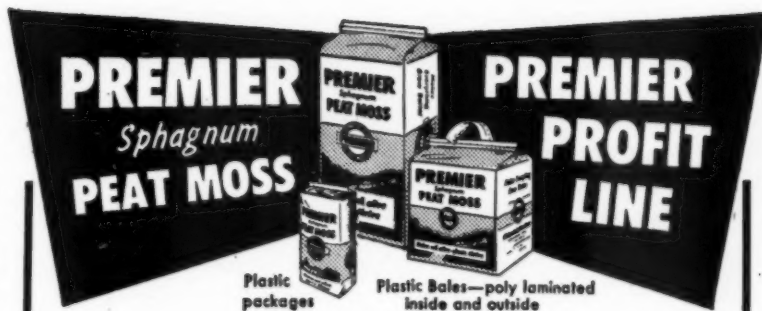
Soil heating as an aid to propagation is here to stay, nurserymen attending the wholesalers' session of the California refresher course were told. The speaker was Dr. Howard Brown, head of the ornamental horticulture department at California State Polytechnic College.

Soil heating should be considered a tool for the propagator, according to Dr. Brown. It is most effective when used in conjunction with other propagating provisions, such as a suitable medium, root-growth substances and mist. It will not compensate for poor selection of propagating material nor for poor management. A propagator who has little success without bottom heat will probably have little success with bottom heat, Dr. Brown emphasized.

Bottom Heat Installations

He listed four major uses of bottom heat—for space heating, callusing of grafts, germination of seeds and rooting of cuttings. He said that installation costs of lead-covered electric heating cables are high but that maintenance costs are nil if the cable is not moved. Plastic-covered cables are available at a much lower cost, but estimated use-years are fewer, and operating costs would probably be higher. The college nursery, Dr. Brown reported, is getting ready to test low-voltage, bare-wire heating lines. Two advantages of bare-wire heating are the safety factor of low voltage and a low initial cost.

Dr. Boysie Day, of the University of California, Riverside, told wholesale nurserymen that for every weed



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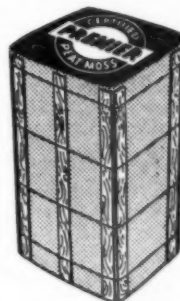
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FOR ALL CROPS
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Help and Situation Wanted and For Sale Advertisements

Display: \$4.50 per inch, each insertion.

Liners: 40¢ line; minimum order \$4.00.

HELP WANTED

Supervisor and foreman for small nursery. Must know all aspects of nursery procedure, such as growing, planting, etc., and be able to handle crew. Nice house and all utilities furnished and adequate salary to right man. Must be married and have not more than one child; wife will need to answer telephone. Please do not apply unless have good background and references—and sober. Apply to:

HUGH P. TROBAUGH
314 W. Second North St.
Morristown, Tenn.

HELP WANTED

LANDSCAPE SALESMAN

We need a man qualified in design, drawing plans, etc., to call on our customers. Salary until established, then commission.

We have a good sales area, 400 acres of nursery stock, and have been in business over 100 years. If interested write, giving your past experiences and references of former employer.

Reply to Box 400, care of American Nurseryman.

HELP WANTED

An expanding wholesale and retail nursery in Connecticut needs an aggressive supervisor with sales experience. Also two foremen. Permanent positions, good salary, plus bonus and holiday payments. Write giving age, experience and all pertinent information in the first letter. All replies will be kept strictly confidential. Write Box 403, care of American Nurseryman.

HELP WANTED

SALESMAN

To call on trade in New York, Pennsylvania and New Jersey for large, old-established and well-known midwestern wholesale nursery. A complete line of nursery stock and many regular customers in the territory. An excellent opportunity for a qualified man. Write giving full particulars about self and send small photo. All replies held confidential. Write Box 383, care of American Nurseryman.

SITUATION WANTED

PACKING HOUSE FOREMAN

20 years' experience as packing house foreman with old, established midwest nursery. Complete knowledge and experience in filling and shipping orders and the storage of a general line of nursery stock. Also considerable experience in propagation. 46 years old, married, one child. Best of references. Reply to Box 401, care of American Nurseryman.

HELP WANTED

Representative now calling on nursery and florists' trade. To sell wholesale nursery supplies. Liberal commissions, repeat sales.

AMERICAN-DUTCH
TRADING CO., INC.
47 Coddling St., Providence 9, R. I.

SITUATION WANTED

Nurseryman with a working knowledge of all phases of wholesale and retail operations, from propagation to sales. Have had a lifetime of experience and can be an asset to any firm. Age 39, married, with children. Must make immediate change. Prefer mid-west or eastern U. S., but will consider any permanent position. Write Box 404, care of American Nurseryman.

HELP WANTED

FOREMEN

By large midwest nursery. Must be experienced in all phases of nursery work. When writing, give age, experience and wages expected. Reply Box 396 care of American Nurseryman.

HELP WANTED

LANDSCAPE FOREMAN

Willing worker, with retail experience in merchandising and sales in a diversified garden center. Thorough knowledge of the nursery business essential. Permanent position for a responsible man.

SUBURBAN NURSERY
610 Hempstead Turnpike
West Hempstead, L. I., N. Y.

HELP WANTED

SALESMAN

Expanding wholesale nursery needs aggressive representative. Write giving age, experience and all pertinent information in first letter. All replies will be kept strictly confidential. Write Box 348, care of American Nurseryman.

HELP WANTED

Nursery foreman for large nursery located on Long Island. Good salary; housing available. Write Box 391, care of American Nurseryman.

HELP WANTED

Two experienced men in the landscape nursery field. Must have background in preparing estimates and selling to builders, architects, contractors and to larger individual homeowners. One of the oldest and finest firms in the Philadelphia area. Write to Box 402, care of American Nurseryman.

HELP WANTED

LANDSCAPE ARCHITECT—

SALESMAN

College graduate preferred to take charge of landscape department and all outside sales. Pennsylvania location. Give full particulars and references in first letter. Write Box 405, care of American Nurseryman.

SITUATION WANTED

Do you need additional sales in the states of Louisiana, Mississippi, Alabama and Georgia? Am presently representing leading rose grower calling on garden shops, nurseries, seed and variety stores. Additional noncompetitive lines needed.

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508 Woodward Ave. Jackson, Miss.

FOR SALE—Businesses may be offered for sale by use of a want ad liner such as this. Cost: 40¢ per line (minimum order \$4.00). Your ad will be seen by more than 9500 American Nurseryman readers.

FOR SALE

Follow the crowds to southern California. Once in a lifetime chance to acquire a thriving retail nursery in one of southern California's finest suburbs. Business includes a modern garden shop, greenhouse, retail nursery and landscape operation. Clean, attractive location and inventory: gross sales over \$100,000 in 1956—yielded a handsome net profit. Sale for health reasons only. Business, inventory, trucks and equipment priced \$35,000. Attractive long-term lease on premises. Reply to Box 394, care of American Nurseryman.

FOR SALE

Well-established retail nursery and landscaping business in rapidly growing northern California community. Will be heavily influenced by Feather River project. Owners wish to retire. Stock cash, site for sale or lease. Residence on premises. Write to Box 377, care of American Nurseryman.

FOR SALE

Established nursery, general garden supply store and landscaping business. Complete equipment and tools, including two trucks, power mowers, etc. Also perennials, annuals, trees and shrubs. 525 ft. of road frontage in the Bay Shore-Islip, Suffolk Co., Long Island, N. Y., area. Greenhouse and modern 7-room dwelling on property. Must sell due to ill health. For particulars, write to CARLETON E. BREWSTER, 88 W. Main St., Bay Shore, N. Y.

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Sales representative covering New England and middle Atlantic states wants to represent reliable Pacific coast nursery for sale of lining-out stock of shade trees, flowering trees, fruit tree understocks, etc. Will attend national convention. Reply to Box 406, care of American Nurseryman.

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10-acre nursery on main highway between Chicago and Milwaukee. Well-stocked, good house, work shed and two garages. Including all equipment.

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Elizabeth 4-9041 Waverly 6-0404
1080 Magnolia Ave. Elizabeth, N. J.

FOR SALE

Used irrigation system. Complete with Diesel engine, 600 g.p.m. pump, pipe, sprinklers, etc.

ROBERT GILFERT
P. O. Box 416 Sunbury, Pa.
Phone: Atlantic 6-2671

FOR SALE

Established landscaping business on north side of Chicago. 2 trucks and equipment; also store, 6-room house and garage. Owners retiring.

JAMES MCKENZIE
522 Deming Pl. Chicago 14, Ill.
Phone: Lincoln 9-2882

killer now in general use, one or more are in the laboratory development stage. He said chemical weed killers, although they are playing a role of increasing importance in agriculture, cannot substitute for sound land management and good farming practices. Dalapon, a soluble powder, is especially effective on annual grasses, such as bluegrass and crab grass. Another chemical, aminotriazole, Q, is an effective killer of poison oak, he said.

Poor Equipment Worst Problem

Bud Mack, of the Trojan Laboratories, Montebello, speaking on insect-control methods, pointed out that one of the chief causes of control problems is the use of inadequate equipment. Mr. Mack said that a spray rig should have at least 400 pounds' pressure at the nozzle to be effective.

The fact that Americans use more than half a billion pounds of fungicides annually is striking evidence of the success that has been obtained through the use of chemicals for control of diseases, said Dr. Donald E. Munnecke, of the University of California, Los Angeles. Dr. Munnecke said that the technique of chemical soil treatment is still in its infancy. He pointed out that most of the chemicals now in use have been developed during the past two decades.

Cites Deficiency Signs

Methods of determining mineral deficiencies in plants, as used by ornamental horticulture and crops students at Cal Poly were reviewed by Dr. Logan S. Carter, of the college's soil science department. A nitrogen deficiency will be revealed by a general fading of plant color, Dr. Carter said. Burning around the edges of the leaves will reveal a potassium deficiency, while an over-all purplish hue indicates lack of phosphorus. Dr. Carter also reported a growing concern in California over the lack of sulphur and other trace minerals in soils.

F. C. Miramontes, a representative of the Pacific Gas & Electric Co., told the wholesalers in the last address of the session that sprinkler irrigation, as opposed to surface irrigation, is gaining popularity in the California nursery trade.

BATH BEACH NURSERY, Brooklyn, N. Y., now operates a branch garden center in the same borough.

ADDITION of a new display room was recently made to the garden center of Rose Hill Nurseries, New Rochelle, N. Y.

PROTECT NURSERY SEEDLINGS

from weed competition
during vulnerable period



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What's more, where Alanap is sprayed, the nursery plantings in most cases are actually bigger and healthier.

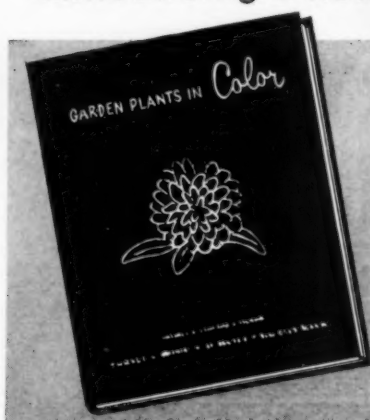
Order Alanap from your local supplier today. Write, wire or phone us if unable to locate immediate source of supply.



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Pages 8½ x 11 inches, 80-lb. enamel paper, indexed for easy reference; bound in sturdy semi-flexible loose-leaf cover. Each sheet is punched with 19 slotted holes for permanence.

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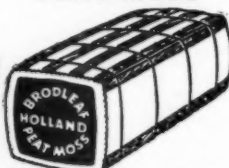
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Staff Members of Bailey Hortorium Serve Plantsmen

Although it is located on the top floor of Cornell University's new Mann Library, Ithaca, N. Y., the L. H. Bailey Hortorium is no ivory tower, as was revealed at a recent staff meeting held at the hortorium. The reports of staff members on their activities indicated that much of the hortorium's work is of practical service to plantsmen.

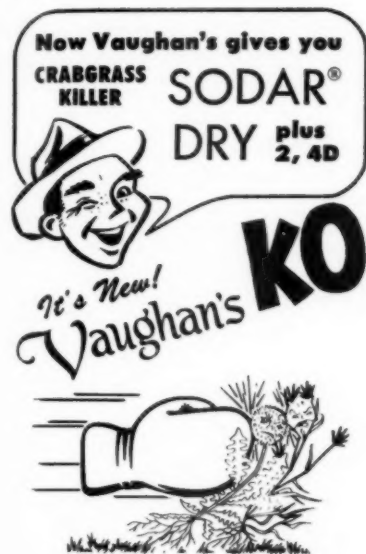
Imre Tamas, an escapee from Hungary, is photographing named specimens of African violets as part of the hortorium's plan to study and document each of the hundreds of named varieties. The project will result in a collection of color slides and of the plants themselves to serve as reference material. While it is improbable that the hortorium will attempt to provide means for identifying these clones, it will be in a position, when the study is completed, to advise on the characteristics of the plants documented under a given name.

Tropical Specialist

Hal Moore, a Harvard-trained botanist who has been at the hortorium for 10 years, is a specialist in identifying palms, amaryllids and members of the gloxinia family. Much of his time is spent in naming plant specimens sent in for identification by institutions and nurserymen. This is no light task, as some of the items require as much as a week's research for their identification. His duties also include answering the requests that come to the hortorium each week from gardeners, plantsmen, nurserymen and scientists who turn to the Bailey Hortorium for authoritative data on garden plant names, descriptions and histories and for information about plant explorers. He is, in addition, editor of the Palm Society's bulletin, *Principes*, and a contributor to the hortorium's taxonomic journal, *Gentes Herbarum*.

"Hortus III" in Preparation

William Dress, another staff taxonomist, assists in testing and identifying seeds and specimens, though a good deal of his time is currently devoted to preparation of the new "Hortus III." This revised dictionary of all plants grown in the United States is expected to reach completion by 1960. Perhaps half the work



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on the new edition is yet to be done, for every entry must be backed by thorough investigation of the studies made not only in the United States but in all other lands as well. It is impossible to publish the book sooner and still produce a volume as valuable for the nurseryman as Webster's dictionary is for everyone. The newest staff botanist, Dr. John Ingram, Jr., will devote half of his time to "Hortus" studies.

Compiles Plant Index

Miss Ethel Bailey, the curator of the herbarium and the daughter of the late Liberty Hyde Bailey, is completing her last year of work at the hortorium before retiring from the staff. She is at present adding to the master card index entries for the named varieties of plants offered in current American seed and plant catalogs and lists. The index was expanded this year to cover these as well as species and their Latin-named varieties. Miss Bailey started the index in 1932 to provide documentation of all the kinds of plants then known to be in the trade. It has proved invaluable to many hortorium correspondents who wish to locate commercial sources of particular kinds of seeds or plants. By referring to the index, staff members are able to provide the required information.

In addition to keeping this index up to date, the person who takes over Miss Bailey's duties at her retirement will have an immense job in sorting and indexing over 5,000 American seed and plant catalogs, a recent gift of the J. Horace McFarland Co., horticultural printers, of Harrisburg, Pa. These items, some of them rare, are representative of the catalogs produced by the company from 1882 to the present.

New Nomenclature Code

Dr. George H. M. Lawrence, director of the hortorium, recently returned from Europe. As the representative for horticulture on an international committee charged with preparing a new code of nomenclature for cultivated plants, he worked with others in England and Scotland on a provisional draft. It will be distributed for study by societies and other organizations in the fields of agriculture, forestry and horticulture throughout the world.

Next April a revised draft of the code will be voted on at the International Horticultural Congress at Nice, France. This new, simplified code will provide a uniform procedure for gardeners, foresters and horticulturists to follow in naming new plant introductions, thus assur-

NEW! Vaughan's FORMULA



The FIRST (Broad-Spectrum) 5-in-1
Lawn Fungicide
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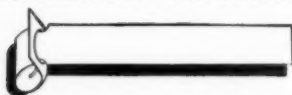
- ✓ Stops summer brown-out... restores green color instantly.
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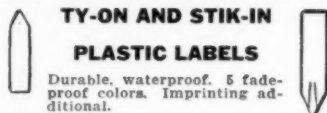
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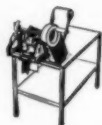


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ing that a plant will be named iden-
tically in all countries.

Although basic research theoretic-
ally holds priority over practical
services at the L. H. Bailey Horto-
rium, an effort is made to keep the
two in balance. Unless the staff
members have background knowl-
edge of plants on which to draw, it
would be impossible to solve some
of the problems posed by corre-
spondents. Basic research provides
the background. On the other hand,
unless the institution serves Ameri-
ca's gardeners and professional
plantmen, it is not fulfilling its pur-
pose but is merely a cloister for sci-
entists. Dr. Bailey set high on his list
of priorities for the hortorium's
work the production of reference
books about garden plants. This be-
comes one of its vital services. Dr.
Bailey envisioned a continuing series
of references being prepared at one
institution equipped and staffed to
do the work. The hortorium is fulfill-
ing this plan by revising or rewrit-
ing his monumental references for
gardeners, the "Standard Cyclopaedia
of Horticulture," the "Hortus" series,
and the "Manual of Cultivated
Plants."

Staff Additions Needed

The problem of maintaining a bal-
ance between research and services,
according to Dr. Lawrence, is be-
coming more difficult as the service
load increases. The only solution is
to add new scientists to the staff.
Each will do basic research and each
will provide services about the plants
he knows best, thus using his time
and specialized knowledge efficiently.
The hortorium plans to increase the
size of the staff by establishing the
Liberty Hyde Bailey memorial fund.

The hortorium is depending on the
support of persons interested in gar-
den plants—gardeners, professional
plantmen and persons in agricultur-
al industries—to make this \$500,000
fund a reality within the next two
years. The institution's continued
productivity depends upon its suc-
cess.

FLORIDA APPOINTMENT

Dr. G. Ray Noggle has been
named to head the botany depart-
ment in the University of Florida
college of agriculture. He will suc-
ceed Dr. N. J. Scully, who resigned
last September.

Dr. Noggle is research plant physi-
ologist with the C. F. Kettering
Foundation at Yellow Springs, O.;
associate professor at Antioch Col-
lege, and executive secretary-treas-
urer of the American Society of Plant
Physiologists. He is a graduate of

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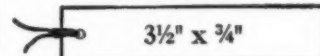


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GARDEN CENTER MEET

A special meeting to discuss formation of a separate trade organization for garden center operators will be held during the convention of the American Association of Nurserymen at Miami Beach. According to Dr. Richard P. White, executive vice-president of the A. A. N., the meeting for all garden center proprietors, owners and operators will be held Tuesday afternoon, July 23, in the South card room, Hotel Fontainebleau, at the conclusion of a round-table discussion on garden center merchandising, which is scheduled for 2 to 4 p. m.

ALABAMA CONVENTION

[Continued from page 9]

oped roadside areas will eventually cost the state millions of dollars to redeem. Developed roadsides are an asset to any community, especially from the tourist standpoint.

Nurserymen can aid by (1) discussing the plans with the local engineer and (2) on the basis of experience with local plant materials showing what trees, shrubs and vines are worth protecting or transplanting. It will help to list plants that will be an asset, contributing to the beauty of the road, and not a liability. Where a wooded area is to be preserved, a careful study should be made to mark the permanent trees and shrubs and provide for the removal of others. In doing this, one should give consideration to spraying, feeding, trimming and bracing requirements, as well as to what can be transplanted economically.

Dense Planting for Medians

The medians offer opportunity for intensive planting of native trees and shrubs to eliminate headlight glare, promote pleasing landscape effects and reduce mowing, which is a costly maintenance item. The trees, shrubs and vines should not be exotic, but distinctly native and planted in large groups. If Alabama wishes to dramatize azaleas and camellias, for which the state has a nationwide reputation, the added maintenance cost should be charged to state advertising. In fact, each locality should use its natural vegetation as a dramatic means of advertising.

Mowing should be reduced to a minimum on all slopes. Where slopes front wooded areas, the woods



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EXTRA SALES IMPACT!

Union Plastic Pots in Utility colors have been widely accepted by growers for their moderate cost combined with their attractive neutral colors. But there's something to be said, too, for Union's line of eye-catching Standard colors.

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Sending your plants to market in colored plastic pots - Union Plastic Pots - deserves serious consideration! It's less expensive than you think!

A size for every growing need.

If you operate a gift shop or garden center, write for the new Union gift shop catalog showing a complete line of plastics for home and garden.

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Tree Diggers — Root Pruners

Special Cutter Blades

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Customers who buy good stock appreciate products that help keep it "in the pink"; our high-Lindane formula has proved excellent for easy control of insects and diseases which attack flowering plants. In 50-lb. sacks for nursery use, and four resale sizes: 8-oz. sifter, 12-oz. dust gun, 1-lb. sifter and 4-lb. refill, all at 33 1/4% dealer's discount. Use coupon for complete information.

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Rose Dust.
- ☐ Information on Cloverset Pots.

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Firm

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should be brought to the ditch line or the prescribed tree limits.

Highway alignment is important for safety, especially on east-west routes where the rising or setting sun makes driving hazardous. Compare a road where the forward view faces the sun with one having a slight curvature and bordering trees to break the rays and so promote eye ease instead of eye strain and resultant driver hypnosis or fatigue.

Another opportunity to reduce driver fatigue is to provide well selected wayside or rest area sites, with shade, shelter, drinking water and comfort facilities. These pay dividends in safety and pleasure for motorists. However, these sites should be located where they will serve highway traffic and not become neighborhood parks.

Factors in Plant Choice

In designing plantings, one should make every endeavor to select plant material for longevity and to serve a useful purpose. In other words, functional planting will pay dividends. Plant to reduce mowing, to screen eyesores, to frame vistas, to provide shade in summer and to break winter blasts, to add target value to traffic signs, to outline vertical and horizontal curvature, to advertise local vegetation and to contribute landscape effects that will mellow with age.

O. W. Fraser, chairman of the legislative committee of the Alabama Nurserymen's Association, was next called upon to present the findings of the committee during the past year.

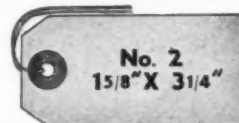
Woodrow O. Owen, area superintendent of the southern plant pest control area office at Montgomery, then discussed the "Status of Fire Ant Control." The presence of fire ant usually shows up in the form of mounds, and the ants become active in the early spring, about February. They are similar to the honeybee in their life processes. Mr. Owen discussed the controls for the pests now being used in Alabama and showed slides illustrating how the fire ants are affecting Alabama agriculture.

A. W. Todd, commissioner of agriculture for the state of Alabama, gave information on the contribution of the nurserymen to the economy of the state. He commended the group on its organization.

Nurserymen in Legislature

Frank Fry, of the department of public administration at the University of Alabama, gave a comparative report on nursery trade and legislative connections. Of 15 southern

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Size 3 Top . . . 8 1/2 ins. Bottom 6 1/2 ins. High . . . 9 ins. Weight per 100 Regular 30 lbs., Heavy 70 Regular Weight Price 100. \$5.00 1000. \$47.50 Heavy Weight Price 100. \$6.25 1000. \$60.00	Size 4 Top . . . 10 ins. Bottom 8 ins. High . . . 10 ins. Weight per 100—120 lbs. 100. \$11.00 500. \$32.50 1000. \$100.00 *Heavy Only— For trees and shrubs.	Size 5 Top . . . 12 ins. Bottom 10 ins. High . . . 12 ins. LG. POT Weight per 100—250 lbs. 20. \$30 ea. 100. \$27.50 500. \$125 1000. \$225 *Special for extra-heavy trees and large shrubs.	Size Pan Top . . . 8 1/2 ins. Bottom 7 1/2 ins. High . . . 5 ins. PAN Weight per 100 Regular 30 lbs., Heavy 70 Regular Weight Price 100. \$5.00 1000. \$47.50 Heavy Weight Price 100. \$6.25 1000. \$60.00

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500 of a size takes 1000 rate in sizes 0-0 1/2-1-2-3-Pan. Regular-weight pots packed 100 and 200 per carton in sizes 1-2-3-Pan. Size 0, 250 only. Size 0 1/2, 200 only. Heavy pots are packed 250 per carton in size 0; 100 per carton in sizes 0 1/2 and 1; 50 per carton in sizes 2, 3, Pan and 4, and 20 per carton in size 5. NO BROKEN CARTONS.

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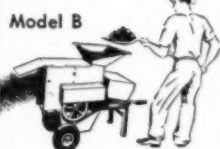
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states surveyed, only two had nursery representation on legislative committees. On the board of agriculture in Alabama there are four farmers, three industry men and three ex-officio members (the commissioner of agriculture, the governor and the director of the extension service). Mr. Fry stated that if nurserymen were to be admitted to the board then other groups would also desire it. Mr. Fry brought out the fact that the group really did not need more laws, but needed to utilize to a greater degree legislation that already exists.

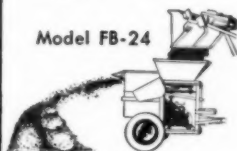
R. J. Smith, of the American Cyanamid Co., gave an enlightening talk on "Safety in Handling Insecticides." He showed how people can observe safety by reading what is on the label of the insecticide can and he also gave some valuable information on what to do in case of poisoning by pesticides.

The first day's session ended with Mr. Smith's talk, and Fletcher Ponder reminded everyone of the tour that afternoon through the

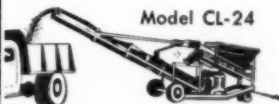
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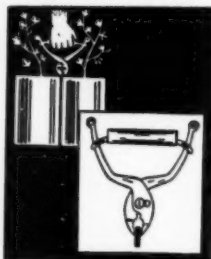
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Alabama A. A. N. Elections

Members of the Alabama chapter
of the A. A. N. met in the Civic
room of the hotel at 7:30 May
27 for breakfast and election of new
officers. Named were John Fraser
III, president; Howard Sparkman,
Sparkman's Gardens, Scottsboro,
vice-president, and Tom Dodd, Jr.,
Tom Dodd's Nurseries, Semmes,
secretary-treasurer. The two men
elected as delegates were Lloyd Abbot,
Abbot's Sunny Knoll Nursery,
Inc., Mobile, and C. J. Hayden,
Athens Nursery Co., Athens. The
A. A. N. members enjoyed an interesting
talk by Ellis E. (Bud) Meredith,
administrative assistant of the
association.

Mist Propagation

First speaker on the program
Tuesday morning, May 28, was Harvey
Templeton, Jr., Winchester, Tenn.,
talking on the Phytotektor
method of plant propagation. Covering
the principles of mist propagation,
Mr. Templeton said the important
factor is the difference between the
temperature of the leaf and the
temperature of the air—the fact that
the leaf is cooler. Both can be
warm, even hot, without interfering
with the effect. This means, he said,
that under mist, cuttings can be
kept much warmer than usual without
causing undue loss of water from
the leaf tissue. Such warmer cuttings
can be presumed to be much more
active physiologically and, therefore,
can be expected to root faster.

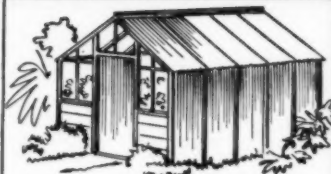
From mist, two vitally important
benefits are obtained. Cuttings can
be kept in much stronger light without
having the intense rays cause the
leaves to become hotter than the
air so that water loss is excessive,
and cuttings can be kept much
warmer than usual without drying
out, since the degree of temperature,
within reason, does not matter so
long as there is a favorable difference
in the temperature of the air and
the leaves.

The fact that a leaf can absorb
water from a surface film is certainly
not an unmixed blessing, pointed out
Mr. Templeton. In many cases too
much water enters the leaves; so
that in time certain nutrients are
leached out of the leaves by the excess
water. Thus, he related, when the
cuttings are rooted and would
normally be lifted for transplanting,
they are apparently starved and
weakened. This, he noted, has been
the source of serious losses of such
cuttings after potting.

Therefore, continued Mr. Temple-

BUILD YOUR OWN

FIBER GLASS GREEN HOUSE



Fiber Glass provides better distribution of
light, thereby enabling you to grow more
plants in a smaller area.

Heavy-duty corrugated Fiber
Glass sheets manufactured
especially for outdoor use
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light transmission. Also
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MEADOWS BROTHERS

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Taxus, age 13 weeks. Cuttings were planted in vermiculite saturated with Heller-Gro solution, were taken from propagation benches directly to field, eliminating the cost of potting. No other plant nutrition was used.

Heller-Gro is a complete plant food, made entirely of laboratory-grade U.S.P. chemicals. Dissolves completely; solution will not burn.

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ton, careful attention has to be given to hardening the plants, getting the proper nutrients back into them and allowing them time to synthesize some food after they are rooted and before they are lifted for potting. For hardening to take place, he said, his experience has shown that the leaves must be dry during the major part of the day. To overcome the shock of transplanting, Mr. Templeton stated that he roots the plants in soil and leaves them undisturbed during the rest of the growing season.

Operation Details

During the rest of his talk Mr. Templeton showed color slides describing his operation of mist propagation. Railroad crossties are placed on top of the field soil in laying out a range of beds. A half-inch of sand covers the soil. Every bed, he related, is fumigated with methyl bromide under a plastic tarpaulin to kill weed seeds.

Mr. Templeton uses an enclosure of 2-mil polyethylene plastic over light, semicircular welded wire mesh frames for all propagating. This allows even distribution of the mist and keeps the cuttings warmer during the day and night.

The base of the cutting is pushed

through the thin layer of sand and barely into the soil beneath—sometimes only a quarter of an inch and never over an inch and a quarter. The insertion of the cuttings is performed under a portable canvas shelter and the polyethylene cover is unrolled over that much of the bed. The quarter-inch galvanized iron spray line is hung from the frames by simple wire hooks. A roll of Saran plastic shade screen—46 per cent shade—is unrolled over the

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From Propagation Benches Directly to Field in 13 Weeks

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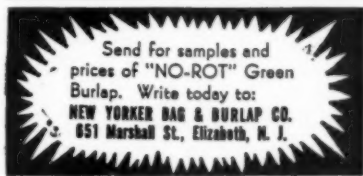


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polyethylene plastic cover during the heat of the summer. Sometimes holes are cut in the polyethylene cover to provide ventilation, as the temperature might go over 125 degrees, the danger point.

Electronic Timer Used

The electronic leaf is used to apply just enough water to keep all the leaves wet all the time without putting out any excess which might waterlog the soil or cause it to be-

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Alabama A. A. N. Elections

Members of the Alabama chapter
 of the A. A. N. met in the Civic
 room of the hotel at 7:30 May
 27 for breakfast and election of new
 officers. Named were John Fraser
 III, president; Howard Sparkman,
 Sparkman's Gardens, Scottsboro,
 vice-president, and Tom Dodd, Jr.,
 Tom Dodd's Nurseries, Semmes,
 secretary-treasurer. The two men
 elected as delegates were Lloyd Abbot,
 Abbot's Sunny Knoll Nursery,
 Inc., Mobile, and C. J. Hayden,
 Athens Nursery Co., Athens. The
 A. A. N. members enjoyed an interesting
 talk by Ellis E. (Bud) Meredith,
 administrative assistant of the
 association.

Mist Propagation

First speaker on the program
 Tuesday morning, May 28, was Harvey
 Templeton, Jr., Winchester, Tenn.,
 talking on the Phytotektor
 method of plant propagation. Covering
 the principles of mist propagation,
 Mr. Templeton said the important
 factor is the difference between the
 temperature of the leaf and the
 temperature of the air—the fact that
 the leaf is cooler. Both can be
 warm, even hot, without interfering
 with the effect. This means, he said,
 that under mist, cuttings can be
 kept much warmer than usual without
 causing undue loss of water from
 the leaf tissue. Such warmer cuttings
 can be presumed to be much more
 active physiologically and, therefore,
 can be expected to root faster.

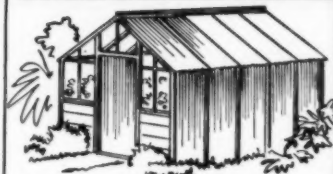
From mist, two vitally important
 benefits are obtained. Cuttings can
 be kept in much stronger light without
 having the intense rays cause
 the leaves to become hotter than the
 air so that water loss is excessive,
 and cuttings can be kept much
 warmer than usual without drying
 out, since the degree of temperature,
 within reason, does not matter so
 long as there is a favorable difference
 in the temperature of the air
 and the leaves.

The fact that a leaf can absorb
 water from a surface film is certainly
 not an unmixed blessing, pointed out
 Mr. Templeton. In many cases too
 much water enters the leaves; so
 that in time certain nutrients are
 leached out of the leaves by the excess
 water. Thus, he related, when the
 cuttings are rooted and would
 normally be lifted for transplanting,
 they are apparently starved and
 weakened. This, he noted, has been
 the source of serious losses of such
 cuttings after potting.

Therefore, continued Mr. Temple-

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Taxus, age 13 weeks. Cuttings were planted in vermiculite saturated with Heller-Gro solution, were taken from propagation benches directly to field, eliminating the cost of potting. No other plant nutrition was used.

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ton, careful attention has to be given to hardening the plants, getting the proper nutrients back into them and allowing them time to synthesize some food after they are rooted and before they are lifted for potting. For hardening to take place, he said, his experience has shown that the leaves must be dry during the major part of the day. To overcome the shock of transplanting, Mr. Templeton stated that he roots the plants in soil and leaves them undisturbed during the rest of the growing season.

Operation Details

During the rest of his talk Mr. Templeton showed color slides describing his operation of mist propagation. Railroad cross-ties are placed on top of the field soil in laying out a range of beds. A half-inch of sand covers the soil. Every bed, he related, is fumigated with methyl bromide under a plastic tarpaulin to kill weed seeds.

Mr. Templeton uses an enclosure of 2-mil polyethylene plastic over light, semicircular welded wire mesh frames for all propagating. This allows even distribution of the mist and keeps the cuttings warmer during the day and night.

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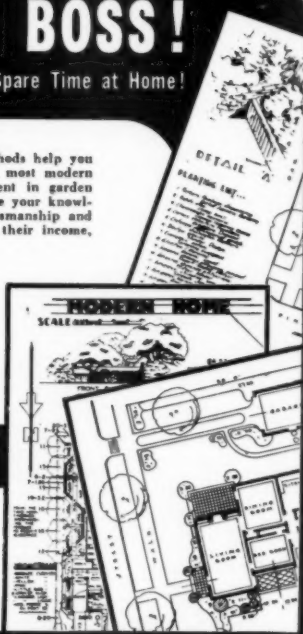
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come too cold. When the cuttings are being hardened, progressively larger holes are cut in the plastic and longer periods are allowed between misting. Soon the cuttings are able to take care of themselves without any mist. Every effort is made to get the beds uncovered just as early in the season as possible so that the plants can have as long as possible to develop and to harden and go into natural dormancy before frost occurs.

Mr. Templeton continued his presentation by showing colored slides of the following rooted plants: *Viburnum juddi*, American holly, *Weigela vaniceki*, white-flowering quince of the variety *Nivalis*, *Thuja orientalis aurea nana* — Berckmans golden arborvitae — Pfitzer juniper and Mentor barberry.

Mist, said Mr. Templeton, will not work miracles, and when using it one must also attend to the other factors of good propagating. However, he said, mist definitely does give the propagator more leeway. In many cases, he stated, too much is expected of it. But, he concluded, it does provide flexibility, and he believes he can do his propagation work under mist at a lower cost.

New Laws Affect Trade

Ellis Meredith, talking on legislative actions of concern to nurserymen, discussed aspects of the wage-hour law. He also mentioned an amendment to the pest control act of 1905 by which the federal government can allocate funds through the United States Department of Agriculture for the eradication of pests such as the imported fire ant. This act, which has been signed by the President, requires that the states receiving benefits through this amendment must match the funds contributed by the federal government. Mr. Meredith discussed the small business tax relief bill which would allow persons in small business ventures to pay less taxes and put money back into the business in depreciable assets. This would allow the small business to pay taxes over a longer period of time. Mr. Meredith also said that the American Association of Nurserymen is backing a tax cut this year. It may not develop in 1957, but should be apparent in the budget next year.

The soil bank is one of the major items being discussed now, with the forest service seeing a fine chance to get back in business in competition with the nurserymen. Mr. Meredith said the house agriculture committee will resurvey the need for state nurseries. They are considered unfair competition for nurserymen because

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state nurseries do not pay taxes and many other expenses incurred by the nurserymen. The attitude is now about 50-50 and the situation looks good for the nurserymen.

Need Washington "Watchdog"

The speaker told how necessary it was to have a watchdog in Washington, because, for example, the interstate commerce commission wishes to regulate every truck on the highway, while the law says that it cannot regulate farm trucks or private carriers, but can regulate trucks that are for hire.

The ICC, stating it desired to send farmers a copy of truck safety regulations, asked the Senate for right to have all farmers who ship stock file a form. Mr. Meredith seemed to think that the commission had other motives and would make this act a steppingstone to further regulations. He brought out the fact that Dr. Richard P. White, executive vice-president of the A. A. N., saved the situation by pointing out that under the highway revenue act of 1956, everybody in agriculture or otherwise who uses a truck exceeding 26,000 pounds gross when loaded has to file with the Treasury Department. He suggested that an amendment be made to the revenue bill authorizing the Treasury Depart-

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ment to make the truck data available to the ICC, and the senators approved of this amendment.

Business Session

The business session was next on the program, and Henry Orr, secretary-treasurer of the association, reported. He stated that P. O. Davis had planned to add an extension ornamental horticulturist to his staff starting the first of next year, and he believed this would be a great help to the association during the coming years.

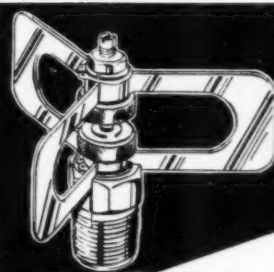
Paul Guthrie, chairman of the finance committee, suggested that a change in the dues structure should be made to provide more funds. President Ponder gave a report on a meeting with the board of trustees and stated that a resolution had been passed to amend the constitution in order to make dues \$10 instead of \$5 annually. A motion was made to accept the resolution, and necessary action was taken. William Barton, Guthrie-Barton Nursery, Tuscaloosa, chairman of the membership committee, stated that as of April, 1956, there were 137 paid members and as of April, 1957, there were 153 paid members. Twenty new members were added during the year, but a few were lost.

George Sawada, Overlook Nurseries, Mobile, chairman of the roadside development committee, reported that a resolution offering the nurserymen's aid had been written and would be submitted to the highway director of the state of Alabama.

Paul Guthrie, chairman of the time and place committee, suggested that the annual convention in 1958 be held at Tuscaloosa the first Sunday, Monday and Tuesday in June. A motion to this effect was made and passed by the group unanimously. The meeting was concluded with the election of officers as given earlier.

TYLER FOCUSES ON ROSE

To aid in promoting the city's rose festival and rose industry, the chamber of commerce of Tyler, Tex., sponsored a field day, June 29, for professional and amateur photographers in Tyler's municipal rose garden and in the area's rose-growing fields, with models provided. The pictures taken during the so-called "Rose Pose" were to be entered in a contest, in which awards were to be given for the best color and black-and-white photographs in each of three categories, rose landscapes, human interest and close-up of roses or models.



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STAN SAYS

Random Notes

Some homeowners have the idea that evergreens are acid loving; of course, that is not so. Yews grow on acid ground. Painesville, O., and Fairview, Pa., are just a few instances, and they grow well on the deep glacial soil at Piqua, where the largest limestone quarry in Ohio is located.

The common elder, *Sambucus canadensis*, whose blooms appear about the middle part of June, are so common that this family of shrubs is considered almost a weed. If this elder were seen in some distant country it would draw admiration, but here it is, glorifying our landscape and providing quantities of berries for man and wildlife. On the night of June 20, 1956, I passed some precipitous crags near Kittanning, Pa., overlooking the Allegheny river, where I saw a display of *sambucus* hanging onto almost vertical slopes.

However, there are some species of *sambucus* that are decidedly meritorious. The first time that I saw the scarlet elder was years ago while riding the interurban line between Westfield and Mayville, N. Y. It was in midsummer, and there was a group of this scarlet elder in a moist open woods. The scent made quite an impression on me; in fact, I had the motorman stop the car so I could get off, walk back and examine the plants in order to identify them. I continued my journey on the next car.

The cut-leaved elder, *Sambucus canadensis acutiloba*, and the golden elder, *Sambucus canadensis aurea*, rate high with me; in fact, they rate higher than members of the physocarpus or rhamnus families. Explaining to customers why one uses members of the elder family is like selling balled and burlapped specimen privets. Once I made an apartment garden with four large specimen privets—one privet filled a truck. I often have to use large specimen privets here in Pittsburgh, whereas further south I should use large specimen boxwood. Large specimen privets are not always obtainable in a nursery, so I have, at times, been able to locate plants in an estate that is being broken up. Some uninformed homeowners think of privets as being cheap. The small California privet may be cheap, but large, heavy specimen privets are in the Cadillac



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Orifice Size	Spray Angle Degrees	Gallons Per Hr.	Coverage 4-Ft. Height
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4.6	160	2.30	36 ins.
6.4	160	3.20	48 ins.
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class, and you can be well repaid for locating them.

Speeding along on the train between Los Angeles and San Francisco, Calif., last July, I saw sambucus in bloom, but it was not *S. canadensis*, or at least that was my observation.

Japanese barberry, as almost everyone knows, is grown from seeds, and these seedlings vary tremendously. Just look at any barberry hedge and be convinced. My Dad evidently was a perfectionist in this particularly, for he propagated his Japanese barberries from cuttings made from several plants that he imported from France years ago. I saw some of these barberry hedges the other day in western Ohio and they really had class. They were all identical in growth.

Most wild flowers are low and bloom early in March or April, but not *Spiraea aruncus*, which was in full bloom in western Pennsylvania June 20, 1956. This plant has undergone a radical name change and should now be known as *Aruncus allegheniensis* (goatsbeard). One who has seen a group of this perennial on a shady, moist hillside in western Pennsylvania, has seen one of the handsomest wild flowers. The plant grows three to four feet high, and the creamy white blooms actually light up a dark spot on a hill. If it had to be brought from Europe or Asia at great expense, it would be featured in catalogs as a great novelty—the perennial of the century. All I can say is, plant it and sell it—it will not let you down.

TEXAS SHORT COURSE

[Continued from page 8]

but is also necessary to a profitable sales operation. One technique which has greatly reduced growing costs of container stock is the use of black-top surfacing of the bed areas, where the containers are so spaced that they need not be moved until the plants are ready for sale. Wide, paved access roads for trucks made final removal of the container-grown plants easy and economical.

Mr. Hill, one of the pioneers of container growing in the northern states, said that there are five basic requirements for a container-grown plant, namely: Support, air, water, heat and nutrients.

Use Sand, Peat Mix

For support of the plant—the planting mix—the Hill nursery uses equal parts of dune sand and German peat moss, with nutrients added at the time of mixing. All mixtures are steam sterilized before use. The

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correct soil pH for most plants is approximately 6.8. Too often overlooked is the fact that the roots of container-grown plants need air. In a nonporous container, which is the type usually used now instead of clay pots, the mix must be porous enough to supply this requirement of the root system. Hand watering, in addition to using less water than a sprinkler system, is still found to be best for uniform coverage of containers through an entire bed.

The basic nutrients are incorporated in the original mix. Liquid fertilizers are incorporated in subsequent waterings as needed, with only an occasional application of supplemental dry nutrients. It was found that the plants grow best in high temperatures, especially in hot, corn country nights, and growth of all plants practically ceases at 41 degrees Fahrenheit.

Reginald Royston, chief of the farm and vegetable statistics branch of the agricultural estimate division, United States Department of Agriculture, Washington, D. C., was the next speaker Tuesday morning. Speaking of a recent study on marketing of horticultural specialties, which include evergreens, deciduous shrubs, roses, fruit trees and shade trees, Mr. Royston stated that a report on the first five states being studied will be available early in July. These states are California, Florida, Illinois, Colorado and Iowa.

The five states which were selected for the next 12-month study are Texas, New York, Ohio, Michigan and Oregon. Volume, value and production of horticultural specialties products are factors correlated in the study. All nurseries in these states with a sales volume of \$1,000 or more will be contacted.

Reports Packaged Stock Study

In a later session Tuesday afternoon, Dr. J. P. Mahlstedt, of the department of horticulture, Iowa State College, Ames, reported on marketing studies, still in progress, of packaged nursery stock and of latest techniques in the proper harvesting and storing of various plants for the mail-order and store trade. In his work with packaged or root-wrapped roses, Dr. Mahlstedt studied 10 different kinds of packages, marketed in large cities as well as small rural towns and communities. Results of the study reveal that customers in rural markets are more interested in purchasing roses merely by color and type, while the buyers in larger cities show a preference for named varieties. According to Dr. Mahlstedt, this indicates education of the urban customers through the

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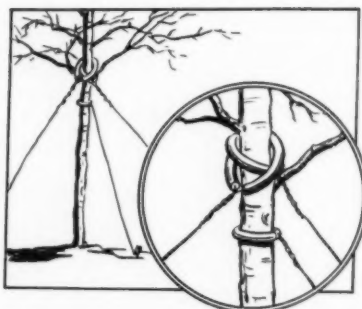


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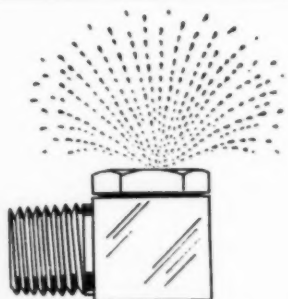
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It was found that packaged roses, to sell best, must have the canes clearly visible, should be of a large size and grade, should be attractively packaged. Results of Dr. Mahlstede's research also indicated that although waxing of rose canes does prolong the life of packaged roses on the shelves of retail stores, the plants should be held no longer than two weeks at room temperature. Removing all sprouts from the canes every week will extend their life appreciably. Roses with roots dipped in water prior to packaging will last longer in the retail store. Packaged roses should be marketed early, as the public turns to container-grown roses after the foliage breaks on the bushes in their gardens.

Dr. John McNeely, of the department of agricultural economics, Texas Agricultural and Mechanical College, College Station, spoke on "What Is Marketing?" He stated that there is still a need for much research in marketing of all horticultural products. He reported recent research findings and mentioned some specific problems needing investigation. Prof. F. R. Brison, horticulturist at Texas A. and M., discussed the ecological and physiological principles involved in transplanting bare-root and container-grown nursery stock. Dr. Harold Sorenson, of the department of agricultural economics of Texas A. and M., gave the results of a recent survey of the nursery industry in Texas, noting that the state holds second place, next to California, in the production of nursery stock in the nation and is the fourth ranking state in point of agricultural production.

Texas Nursery Data

Dr. Sorenson found in his study that five counties in Texas account for the greatest share of the nursery production, and approximately 84 per cent of the dollar volume of sales is done by the nurseries grossing over \$10,000 per year in the heavily populated metropolitan centers.

Tuesday evening was the time set aside for the traditional Texas Aggie smorgasbord. This annual event was held in the ballroom of the memorial student center.

The final session of the short course, held on Wednesday morning, was devoted to plant propagation and the newest developments in plastic greenhouses and greenhouse cooling. Dr. E. R. Jensen, of the department of floriculture and landscape design, discussed recent research in

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materials and construction methods for plastic greenhouses. So far, polyethylene is the material most adaptable to southern conditions, with vinyl the second material in common usage. Several other materials, including Polyflex, are now being tested for greater durability.

Dr. Jensen gave a figure of 1 cent per square foot for the cost of 2-mil (1 mil equals one thousandth of an inch) polyethylene material. This material will last from four to six months under Texas conditions. The roof sections deteriorate much faster than the sides. The average cost of a plastic-covered house is about 55 cents per year per square foot of production space, as compared to \$3.50 per year per square foot for a greenhouse of conventional glass construction. Wire poultry mesh should be placed both above and below the plastic sheets as they are laid. Dr. Jensen noted that plastic transmits about 20 per cent less light than glass. He also stated that plastic greenhouses are difficult to heat and ventilate by conventional gravity methods and need some type of automatic heating and cooling.

Best Cooling Method

Prof. Robert C. Jaska, of the department of engineering, then discussed current tests on the heating and cooling of these structures. He reported that the so-called wet pad and exhaust fan method is the most successful cooling practice for the southern greenhouse operator. Most growers are realizing that it does not pay to be without some type of cooling system during the warm season. The evaporative cooling system is best employed in climates with high summer temperatures and low humidity.

If possible, the wet, fibrous pads should be placed over openings on the side of the prevailing wind and the exhaust fans should be so placed on the opposite side of the greenhouse that they draw the cooled air across the beds or benches at plant height.

Aspen wood fiber appeared to be the best material for pads, which should be two inches thick and of uniform density. The pad should be supported on each side by a strong wire mesh and laced into the mesh to prevent sagging.

With this type of greenhouse cooling, Professor Jaska asserted, year-round production, greater yields and higher quality are made possible.

Templeton Mist System

The main speaker of the morning was Harvey M. Templeton, Jr., of Phytotek, Winchester, Tenn. With

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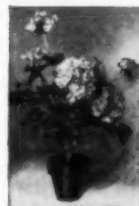
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the aid of colored slides, he presented procedures in large-scale propagation of all types of hardy plants under mist. This method consists of rooting cuttings under mist directly in outdoor soil beds, thereby avoiding transplanting and hardening off of the rooted cuttings. This process results in a more perfectly grown lining-out plant, produced in a much shorter period of time. Mr. Templeton is one of the pioneers of the mist system, and his techniques have had far-reaching influence and application in the commercial nursery field.

Of special interest was the principle of the electronic leaf developed by Mr. Templeton, which is used to control the automatic application of the mist to the cuttings. The mist system makes it possible to root cuttings under higher temperatures and greater light intensity. Extremely soft cuttings, taken during the growing season, may be used for faster rooting, and the more difficult varieties may be successfully rooted under mist.

The short course was under the direction of Everett E. Janne, Consolidated Nurseries, Tyler, Tex., who is also chairman of the research and education committee of the Texas Association of Nurserymen, which annually directs the planning of the short course in cooperation with the A. and M. College of Texas.

Working with Mr. Janne on college arrangements was Prof. J. W. MacQueen, of the department of floriculture and landscape design.

Awards Honorary Memberships

It was announced by B. R. Fullingim, executive secretary of the T. A. N., that three faculty members of the A. and M. College were awarded honorary membership in the T. A. N. for meritorious service to the nursery industry of Texas. These three men were Prof. A. F. DeWerth, Prof. J. W. MacQueen and Prof. F. R. Brison.

Also instrumental in conducting the short course were Frank Cornelius, of Cornelius Nurseries, Houston, and James Fitzpatrick, Texas Nursery Co., Sherman.

An important meeting of the board of directors of the T. A. N. was held at College Station the day preceding the course. The board of directors of Texas Landscape Association, Inc., also held a meeting at College Station May 27, as reported elsewhere in this issue.

OPENED recently was the 20x40-foot building that houses the new garden center of the Blue Star Nursery, one mile north of Millersburg, Ky.

TEXAS LANDSCAPE PLANS

The board of directors of the Texas Landscape Association met May 27 during the short course for Texas nurserymen at the A. and M. College of Texas, College Station. One of the actions was to schedule the group's 1957 meeting for August 25 at the Hilton hotel, San Antonio, where the annual board meeting was set for the evening of the same day.

At the August meeting, an amendment to the association's constitution permitting the directors to set the time of the annual meeting will be voted on, and officers for the 1957-59 period will be elected from the candidates presented by the nominating committee, which consists of Theodore Daniel, Athens, chairman; Ray Breedlove, Breedlove Nurseries, Tyler, and M. E. Phillips.

In addition to scheduling the 1957 meeting, the directors of the landscape association formulated plans for the group's first landscaping short course and seminar, to be held March 12 to 14, 1958, at the A. and M. College of Texas. Appointed to the arrangements committee for the course were Ralph E. Gunn, Ralph Ellis Gunn & Associates, Houston, chairman; Theodore Daniel; Otto Scherz, Scherz Nursery, San Angelo, and John Van Valkenburgh, Van Valkenburgh & Vogel, Inc., Dallas.

BLUEGRASS ELECTIONS

The annual meeting of the Merion Bluegrass Association, coinciding with the 31st annual convention of the Pacific Seedsmen's Association, took place May 29 at the Casa Munras hotel, Monterey, Calif. Arden Jacklin was elected president of the bluegrass organization, while Darcy Sater was named vice-president, and James G. Eveson, executive secretary and secretary to the board of directors. A survey is now being made among bluegrass producers to determine crop prospects for 1957, which is expected to be a record production year for the growers.

APPLICATION of Laurence A. Lowell for permission to operate a retail nursery south of Martinez, Calif., was recently approved by the Contra Costa county board of supervisors.

MRS. HUGH MILLER, Fort Bragg, Calif., has expanded a hobby into a commercial operation with the opening of Millers' Hobby Gardens at Mr. and Mrs. Miller's home on Trillium lane.

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	Retail	Packed	Dealer
8-ounce bottle	\$1.50	12 to case	\$10.00
1-pint bottle	2.25	6 to case	8.10
1-quart bottle	4.00	6 to case	14.40



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4-ounce bottle	\$1.25	12 to case	\$ 9.00
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1-pint bottle	3.59	6 to case	12.92
1-quart bottle	5.65	6 to case	20.34



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1-gallon can	2.60	4 to case	6.24

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1-quart bottle	7.00	6 to case	25.20

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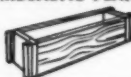


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MULCHNUR, 3-6-3 All Organic.....	60.00
BONE MEAL RAW INT.....	60.00
GARBAGE TANKAGE, 3 1/2 per cent Am.....	18.00
SE-BO-PHOS, 20 per cent T.P. Acid.....	18.00
FEATHER TANKAGE, 17 per cent Am.....	130.00

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PLANT PATENTS

The following plant patents were issued recently, according to Rummeler & Snow, Chicago patent attorneys:

No. 1589. Rubus plant. Collingwood Ingram, Cranbrook, England, assignor to Gulf Stream Products, Inc., Wachapreague, Va., a corporation of Virginia. A new and distinct variety of rubus, or flowering raspberry plant, characterized particularly as to novelty by its general similarity to the variety Rubus deliciosus, but being distinguished therefrom by its larger, better shaped and more abundant snow-white flowers that are borne in gracefully arching sprays and resemble roses when observed from a short distance.

No. 1590. Pyracantha plant. Emily Betts Gregory, Tucker, Ga. A new and distinct variety of pyracantha plant of the hardy "gibbsii yunnanensis" class, primarily characterized by its small leaves with definite variegations of green to light cream or white with the habit of an evergreen plant, said leaves being oblanceolate in form, dark green at the center and variegated toward the outer edges, the leaves being in dense clusters along the small branches and having the usual red berries, although more sparsely, the unusual color of the leaves being the prime characteristic and the size and plurality of the leaves also being an outstanding characteristic, substantially unaffected by sunlight, soil, shade or fertility conditions.

No. 1591. Gladiolus plant. Ralph Baerman, St. Charles, Minn., and Carl H. Fischer, Arlington, Va., assignors to Selected Glads, Inc., Nashville, Tenn., a corporation of Tennessee. The new and distinct variety of gladiolus plant with novel combination of features, characterized particularly by its vigorous growth and resistance to disease; its long and slender spike; the regular and compact arrangement of its flowers on its spikes, with all facing in the same direction; its large, healthy corms, and the many large, lightly ruffled flowers, with excellent keeping qualities and distinctive vivid coloring as indicated.

No. 1592. Iris plant. William J. McKee, Worcester, Mass., assignor to Schreiner's Gardens, Salem, Ore. The new and distinct variety of iris plant, characterized particularly by its greater height of plant and size of flower over other known red iris varieties; its greater freedom from disease in this color class; its plentiful stem branching that results in an unusual number of flowers widely spaced; its medium-green foliage; its ease of propagation, and its large spherical flowers of velvety aspect, substantial texture, absence of distracting venation and oxblood-red color with uniform coppery-mahogany overtones.

No. 1593. California privet plant. Theodor Brans, Boskoop, Netherlands, assignor to Arie D. Vanderkraats, West Grove, Pa. The new, distinct and useful variety of golden privet plant, characterized particularly by its brighter golden and more extensive coloration, larger leaves, better vigor and superior hardiness as compared to existing varieties of variegated privet.

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plants. Richard H. F. Manske, Guelph, Ont., assignor to John J. Grullemans, Cleveland, O.

No. 1597. Snapdragon plant. Harold Ivan Burkey, Stuart, Fla. A new and distinct variety of double snapdragon plant characterized particularly by its pleasing, distinctive characteristic pink coloration of the flowers, having splashes of deep pink on a background of light pink; by the compactness of the flowers; by the absence of excessive lateral shoots, and by its vigor and hard, stiff stems.

No. 1598. Rose. Godfrey C. Franc, Englewood, Colo. The new and distinct variety of hybrid tea rose plant, characterized particularly by the combination of its vigorous growth; its mildew resistance; its strong stems; its large production of flowers of good quality and good substance, and the high-centered form of its flowers, together with their fragrance and clear, light pink color.

No. 1599. Rose. Eugene S. Boerner, Newark, N. Y., assignor to Jackson & Perkins Co., Newark, N. Y., a corporation of New York. A new and distinct variety of rose plant of the hybrid tea class, characterized particularly as to novelty by its development of leaves of large size as the growing season progresses; its large flowers; its strong flower stems; the distinctive quilling of its flower petals, which gradually spreads throughout the entire flower and extends to the outside petals as the flowers reach the final stages of opening; the distinctive wild rose fragrance of its flowers, and the distinctive spinel-pink general color tonality of its flowers.

No. 1600. Honey locust tree. David B. Cole, Mentor township, Ohio, assignor

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CORNELL CHANGES

After 40 years of service, Prof. Joseph P. Porter will retire next fall from the department of floriculture and ornamental horticulture of the New York State College of Agriculture at Cornell University, Ithaca, N. Y.

Robert J. Scannell has been selected to serve in the landscape service section of the department, John G. Seeley, head of the department, has announced, and is assuming his duties July 1. Mr. Scannell graduated from the department of landscape architecture at Iowa State College, Ames, in 1942 and returned there for graduate work after serving in the army air corps. He then received practical experience with a Kansas City, Mo., landscape firm before returning to Ames to obtain his master's degree.

After conducting his own professional practice for a year, he returned to Iowa State College to teach and later transferred to the extension service. In 1951, he joined an engineering firm at Ames to develop a department of city planning and during a year prepared studies for numerous Iowa cities.

In the fall of 1952, Mr. Scannell taught courses in the landscape horticulture section of the department of horticulture at the Pennsylvania State College, and in the fall of 1953 was employed by the Iowa state highway commission to head the department of roadside improvement, where he was employed at the time of receiving his present appointment.

He is a member of the American Society of Landscape Architects; a member of Tau Sigma Delta, an honorary fraternity of architecture and the allied arts, and a provisional member of the American Institute of Planters.

CORRECTION

In the report of the death of Michael Closky, of the Darlington Nursery, Pittsburgh, Pa., published in the June 15 issue of this magazine, the statement that the deceased was a member of the Pennsylvania Nurserymen's Association was an error.

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